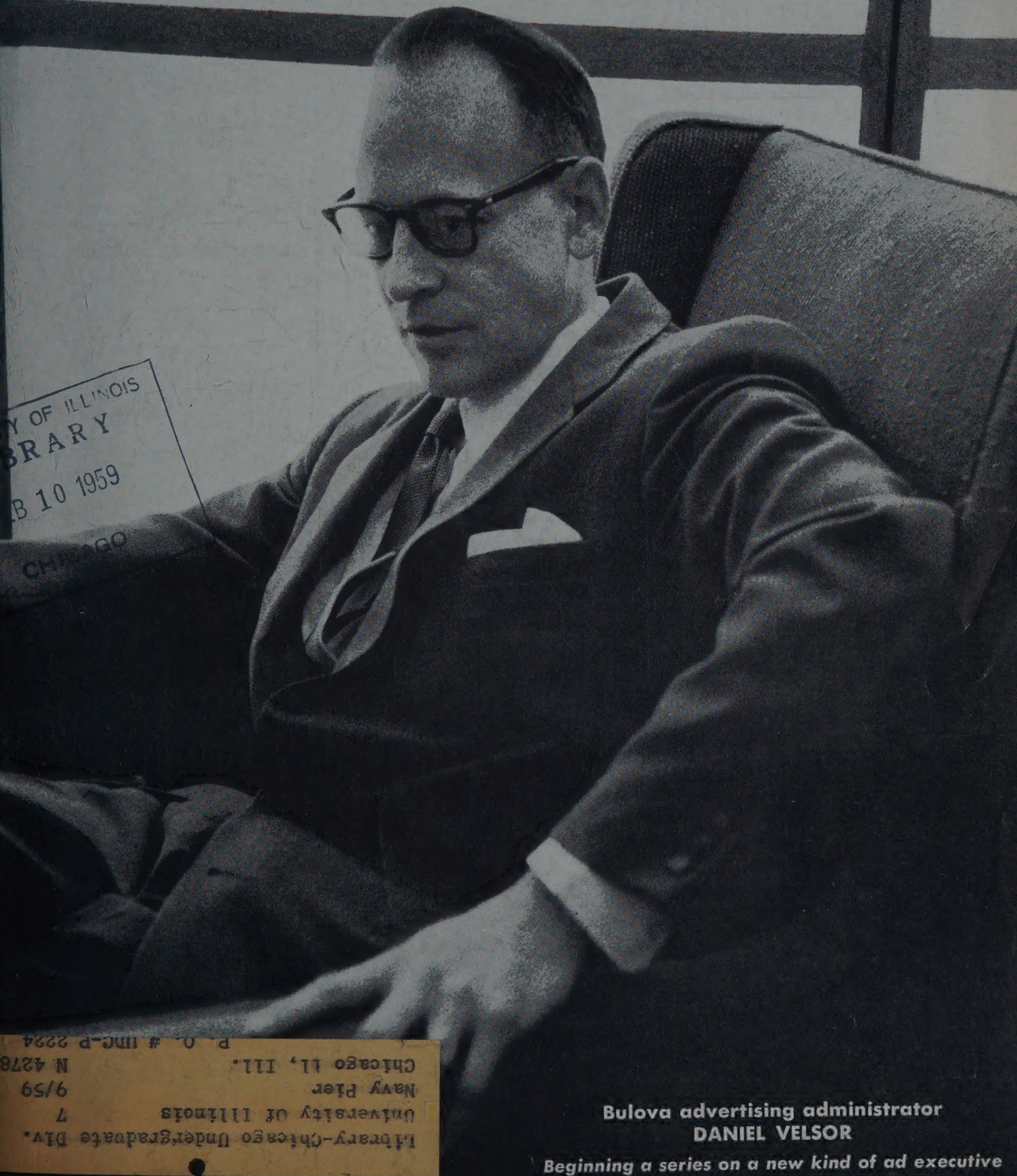


FEBRUARY, 1959

Tide

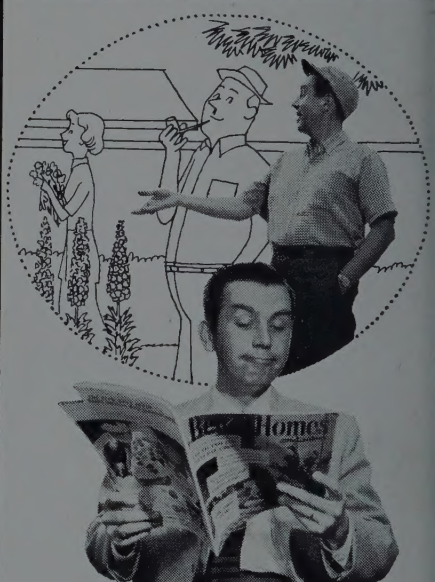


Bulova advertising administrator
DANIEL VELSOR

Beginning a series on a new kind of ad executive

Library-Chicago Undergraduate Div.
University of Illinois
Navy Pier
Chicago 11, Ill.
P. O. # UMC-P 2224
N 4278
9/59
7

If you want to make a sale...



...there's nothing so powerful as an idea

Better Homes and Gardens makes **more sales** because it gives people **more buying ideas**

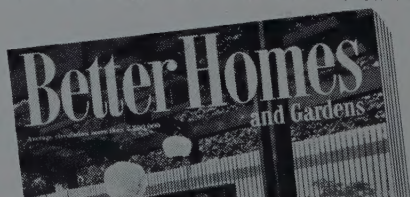
A good idea never has much trouble getting someone to try it. And BH&G is loaded with ideas for things to do or to make or to buy. The people who read Better Homes and Gardens (a monthly average of 15½ million men and women) really "live by the book." They discuss it, lend it, save it, clip it, act on it—and buy by it.

Whatever guides people to richer, happier family life concerns Better Homes and Gardens. From how to make a garden grow to what to do to make a teen-age party tick. And these families

who dig in their gardens or entertain their friends are in the market for an endless variety of products. Hand lotions and sun glasses and home permanents as well as foods and beverages and garden equipment.

Product advertising is welcome and important in the climate Better Homes and Gardens creates. BH&G turns readers into spenders because nothing makes sales faster than ideas. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

During the year 1/3 of America reads



...the family **idea** magazine

NOW OVER 4,500,000 COPIES MONTHLY

Tide

THE MAGAZINE FOR ADVERTISING EXECUTIVES

COVER STORY: The Advertising Administrator - the first of a new series . p. 25

There's a new man developing in advertising today. He's an expert on ad costs and ad values. He's part of the current trend to more efficient investment and administration of ad funds.

Here's why he exists, who he is and what he does at top companies such as Esso, Campbell Soup, General Foods, Procter & Gamble, Revlon and 12 other big advertisers. (cover and story photographs by Claude Beaumont.)

You Darling, You Sucker, You Rat p. 30

An analysis by critic Gilbert Seldes of whether the aggressive TV commercial is too much so.

Coming Changes in Auto Distribution p. 33

Will automobile supermarkets revolutionize auto distribution?

The Best Ad Campaigns of 1958 p. 35

The TIDE Advertising Executives Panel makes its annual selection of the best TV commercials and the best consumer ads, and they tell what they think were the most important developments in advertising in 1958.

Dorothy Diamond proposes a unique ad campaign p. 39

What Your Handwriting Reveals About You p. 45

Are you an adman by decision or design? You can match your handwriting with 200 of the key company and agency advertising executives for hidden personality traits. Dorothy Sara, past president of the American Graphological Society, does the analyzing.

Selling the Fastener Industry p. 59

What nine top executives of Parker-Kalon, a top producer of precision screws, want and get from industrial advertising.

Wall Street Looks at Advertising p. 62

Ira Haupt, senior partner of Ira Haupt & Co., gives new testimony to the value of advertising as an investment and tells where stock experts get their "inside" clues.

Survey of Media Buying Trends, Part IV - the medium - sized advertiser . p. 65

The fourth of TIDE's special reports analyzes the expenditures of 803 companies that placed anywhere from \$250,000 to a million dollars in network TV and radio, newspapers, magazines, and Sunday supplements in the period from 1950 through 1957.

every issue

Letters	4	48	One Adman's Opinion
Ebb & Flow	14	51	Advertising to Industry
Monthly Report	17	55	New Products and Test Markets
Tidings	23	58	Public Relations
Mr. Billings Cartoon	38	64	Editorials

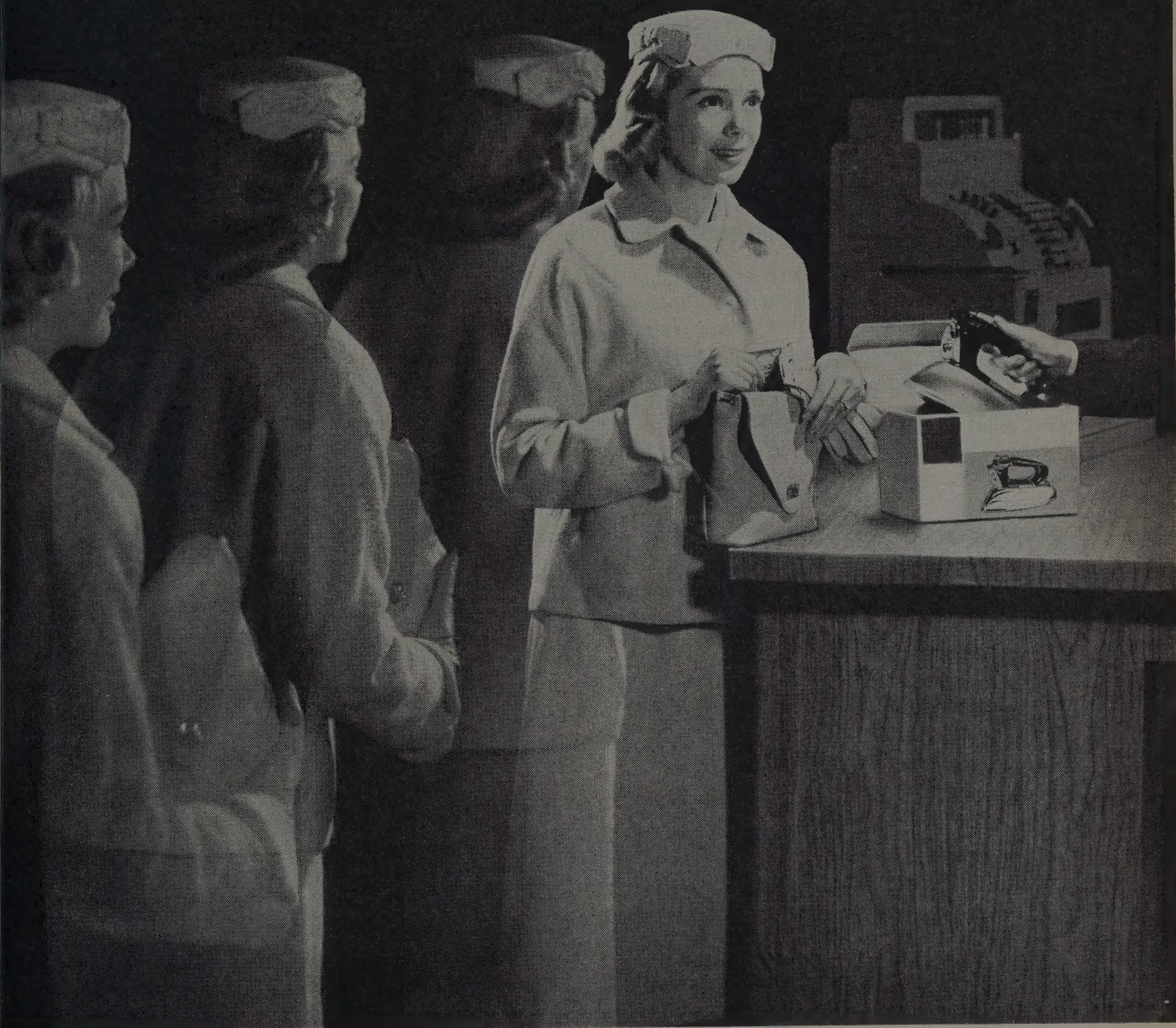
TIDE is published the first of each month, by Executive Publications, Inc., 630 Third Ave., New York 17, N. Y. Publication office: 227 Wayne St., St. Joseph, Mich. Single copies 75¢. Subscription \$5.00 a year in the U.S., its possessions and Canada. \$13.00 in all other countries. Entered as second class matter Post Office, St. Joseph, Mich. Send all notices of undeliverable copies to TIDE, 630 Third Ave., New York 17, N. Y. Printed in the U.S.A. Copyright 1959 Executive Publications, Inc.

nothing builds **AWHERENESS**



The advertising medium that tells people who want t

Like the Yellow Pages



buy, WHERE to buy what you sell!

Whatever you sell, wherever it's sold, nothing directs prospects your way like AWHERENESS! And nothing builds AWHERENESS like the Yellow Pages—the buyers' guide that tells prospects where to find your product or service. That's why thousands of manufacturers of brand-name products use Trade Mark Service in the Yellow Pages of telephone directories and hundreds of thousands of local business men advertise in the Yellow Pages.

The Yellow Pages man will help plan an AWHERENESS program for your business. Call him today at your local Bell telephone business office.



FAIRCHILD news

David M. Auch has been named advertising promotion manager of SUPERMARKET NEWS. Mr. Auch, who has been a member of Fairchild's Research Dept. for the past three years, replaces Louis Bailey who has joined the advertising sales staff of the paper.

Fairchild Publications, Inc., has appointed Hans Breitbach as advertising representative for Germany, with headquarters at Frankfurt/Main.

Sheldon Wesson, Fairchild's Japan bureau chief, has been given further responsibility for direction of the company's news coverage in Hong Kong, Manila, Taipei, Singapore, Karachi and Bombay. Mr. Wesson's supervision of correspondents in these cities will help the newspapers' readers obtain a better picture of trade between the U. S. and the Orient, and trade within nations of the Orient.

Nat Snyderman has been named news editor of ELECTRONIC NEWS. For the past two years he was a materials market specialist and general news reporter for this Fairchild weekly.

Fairchild's three dailies started the new year by inaugurating several new editorial features. WOMEN'S WEAR DAILY, DAILY NEWS RECORD and HOME FURNISHINGS DAILY all began weekly publication of basic economic indicators, keys to the state of the national economy. In addition, WOMEN'S WEAR DAILY started a weekly series on "American Living Today," aimed to help retailers capitalize on national trends on the way Americans spend their time and money; and DAILY NEWS RECORD added a weekly feature, "The Fashion Forum," for retailers seeking newspaper-fast information on male apparel style trends.

As an extension of its news-and-ideas service to the food industry, SUPERMARKET NEWS now prepares weekly news bulletins to be broadcast by Storecast System to supermarkets in metropolitan New York and northern New Jersey over WHOM-FM. The five-minute industry news summary is heard at 8:55 a.m. every Monday, and is planned primarily for market operators, managers and key employees before supermarket doors open to shoppers.

On Feb. 2, ELECTRONIC NEWS will publish a special supplement, "Guidelines to Defense Contracts," providing up-to-the-minute coverage of government-military procurement policies, practices and procedures. 57,000 copies of this directory will be distributed, giving it the largest possible military and government distribution.

FAIRCHILD Publications, Inc.

7 East 12th St., New York, N. Y.
Publishers of

Daily News Record, Supermarket News, Women's Wear Daily, Electronic News, Home Furnishings Daily, Blue Book Directories, Men's Wear Magazine, Footwear News, Books.

LETTERS

Color blind

Sirs:

We noted in the piece on "Is Packaging in a Box?" in the January, 1959, issue of TIDE that the color for Marlboro cigarettes was tested by Color Research Institute. We want to call to your attention that this is an error.

Color Research Institute did not do "color research on the Marlboro pack." The color was prescribed on the basis of information in Color Research Institute files. However, Color Research Institute conducted ocular measurements (visibility, read-ability and eye-movement tests) of almost one hundred package designs, field tests with consumers of fourteen package designs, and also consumer field tests of many ads.

Testing color constitutes less than 5% of Color Research Institute activities. A dozen years ago, color testing constituted about 25% of the work. We do not specialize in color any more than Union Carbon & Carbide Company specializes in carbon manufacturing.

V. Martin

Associate Dir.

Color Research Institute
Chicago

Rebuttal

Sirs:

I'm sure you didn't expect Scotty Sawyer's blast at the Timken ad in JOBBER PRODUCT NEWS (TIDE—November 1958) to go unanswered, so here is an answer.

BACON KNOWS MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU

14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Frankly, [his] unkind words did not surprise us. I don't envy your job. You couldn't hold readers by courageously defending motherhood or (like Coolidge's preacher) attacking sin. Yet when you criticize a campaign the aims of which (Sawyer is) obviously in complete ignorance, you must realize you are on very thin ice.

Fortunately, our client is not easily swayed by such gray-flannel-mouthed criticism. This is a good thing, because it has taken far less than this to turn many a simple, honest ad into a marshmallow bog of soft undersell.

But just to keep the record straight, let's take those two facts [Sawyer] calls cliches: "Best Quality" and "Easiest to Sell". The fact is they are facts, and Timken is the only company in the industry that can say them.

Wouldn't 99 out of 100 other industrial advertisers love to be able to say—believably—that their products had the best quality and were easiest to sell? Wouldn't they be silly to say in 80 words what they could say in five?

Let's take the matter of color. Timken has been using color in trade paper advertising since the Year One to help establish Timken leadership—a leadership that is now so overwhelming that nobody questions Timken's right to those two cliches, "best quality" and "easiest to sell" to which you can add, "best known," an equally uncopiable if not deathless phrase used in alternate jobber ads.

We are using four colors in these ads in a way no other trade paper advertiser ever did before, without the use of inserts or four-color plates (if you doubt this, ask JOBBER PRODUCT NEWS).

We are using color for two old-fashioned reasons besides "leadership":

1) to attract attention—an otherwise almost impossible job in another publication where these ads appear, JOBBER TOPICS, which is the size of CORONET and four times as thick.

2) for product identification—in this case, the front of the package which is all the jobber is interested in.

It seems to me [Sawyer has], by inference at least, already answered this color question in the next section of [his] November column. If advertisers would forget about the low page cost of trade paper space and okay a big enough production budget to do a dominant job, more of them would reap the rich rewards that Timken has.

Carleton H. Davis

Vice-president

Creative Services

BBDO

Cleveland

(Continued on page 8)

Tide

Advertising Sales

Vice-President Sales...Randy Brown, Jr.

Western Advertising Director.....C. E. Lovejoy, Jr.

Eastern Sales Manager.....John C. Jones, Jr.

Regional sales manager.....Theodore B. Breskin

Western Sales Manager.....Tom McDonough

Asst. to Sales Vice-President.....Cecelia Santoro

Promotion Manager.....Joyce Rainat

Production Manager.....Helen Dane

Division Offices

New York: 630 Third Avenue, New York 17, N. Y. YUkon 6-4800.

Chicago: 333 N. Michigan Avenue, Chicago 1, Ill. STate 2-1266.

Pacific Coast: Los Angeles, The Maurice A. Kimball Co., Inc., 2550 Beverly Blvd., DUnkirk 8-6178. San Francisco, 681 Market St., EXbrook 2-3365.

Plants and Flowers

for
PREMIUMS
and
GIVE-AWAYS



Write for FREE SAMPLE
of an exotic plant

Worlds Largest Supplier
of Horticultural Premiums

Please write attention MISS TERRY



ORCHIDS OF HAWAII, INC.

National Sales Office

305 - 7th AVENUE, NEW YORK 1, N. Y.

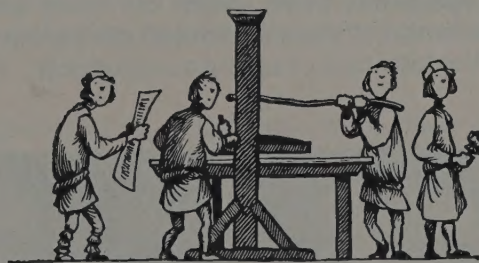


Mr. James W. Peaslee recently published the thirtieth anniversary issue of his magazine, *The Boating Industry*. It contains 708 pages and is one of the largest issues in the history of trade magazine publishing.

To its readers — dealers and builders of boats, motors and all other marine equipment — the editorial voice of *The Boating Industry* is the ultimate authority; and advertisers — boat builders and manufacturers of motors, boating hardware and supplies — use more space in *The Boating Industry* than in all other trade magazines combined.

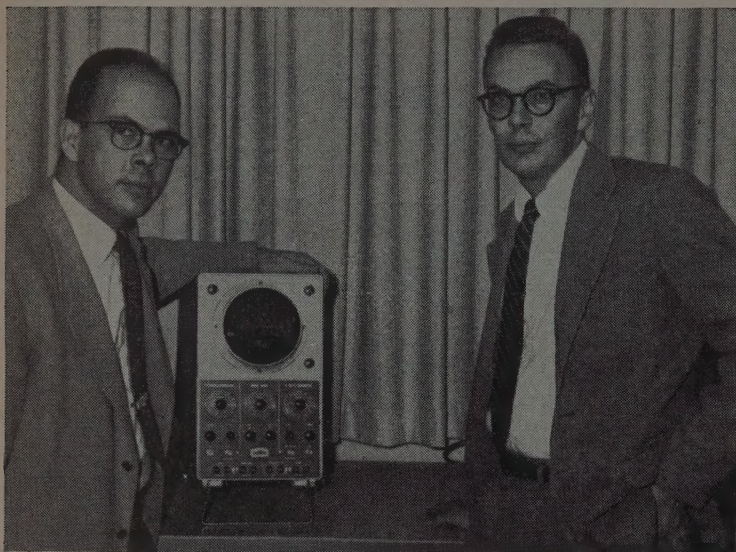
Mr. Peaslee's pride in the extraordinary success of *The Boating Industry* scarcely exceeds our own: because the 30th anniversary issue marks also the 30th year that we have printed this publication.

We have been printing business publications for 70 years. Your inquiry is solicited.



A. & R. ROE, Printers
St. Joseph, Michigan

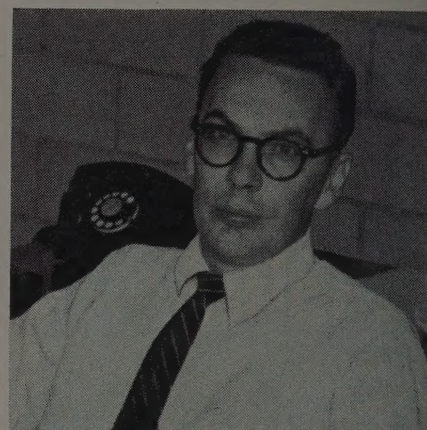
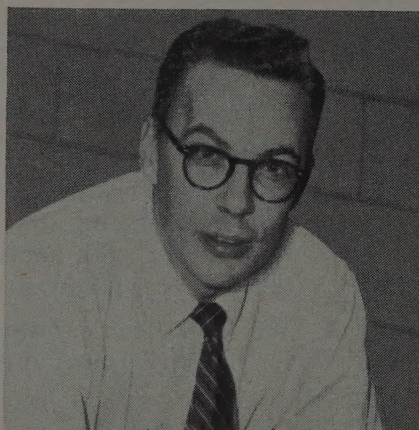
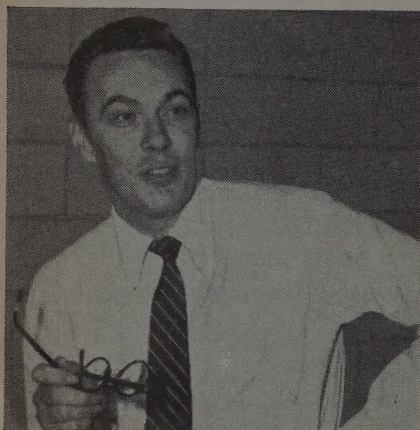
"...to reduce the total cost



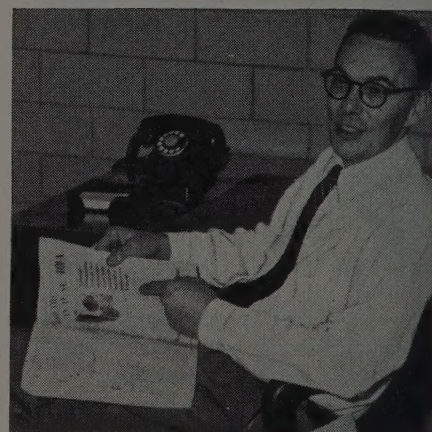
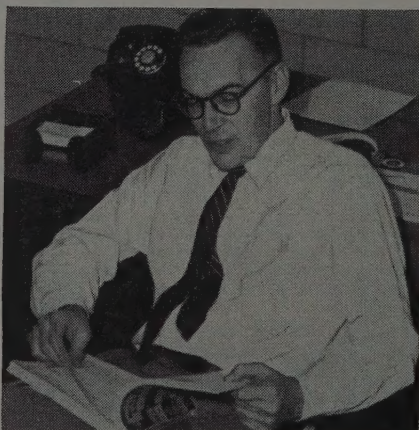
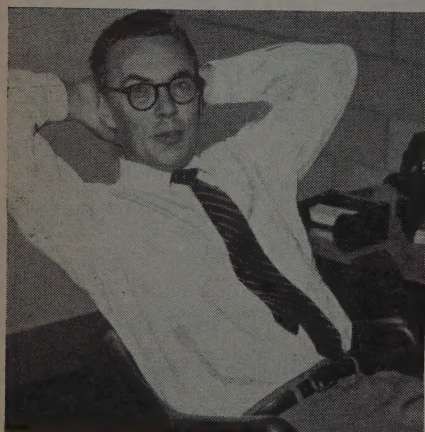
DU MONT

Allan B. Du Mont Laboratories is one of the most successful and best known designers and manufacturers of electronic equipment for industrial and scientific use in the country. It is interesting to note that during the past 20 years of growth and expansion, this organization has advertised consistently in leading trade and industrial magazines. We recently had the opportunity to talk with two key members of the Du Mont marketing team—Neil Uptegrove, Advertising Manager, Industrial Products, and Brewster W. Jameson, Manager, Scientific Instruments Sales. They agree about the importance and value of the trade press to the success of the job they have to do.

Here are the highlights of their remarks.

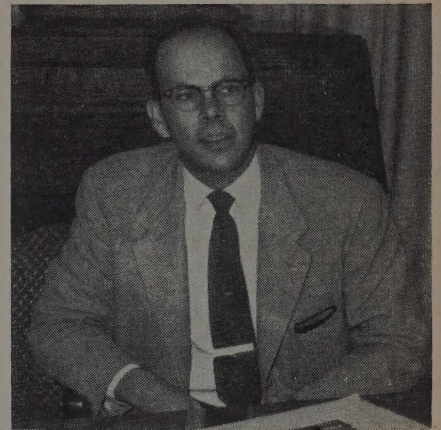
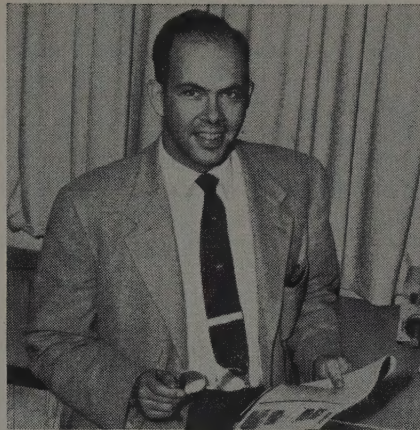
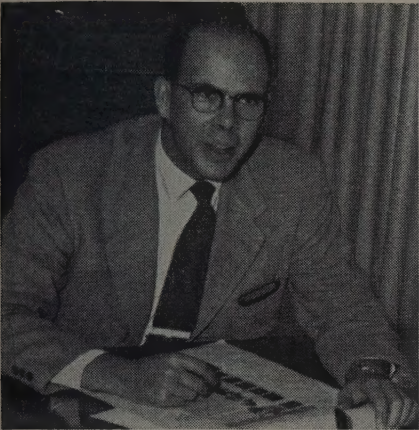


Neil Uptegrove says, "With us, trade and industrial magazine advertising is a fundamental of the coordinated marketing program . . . its primary purpose is to reduce the total cost of selling our products...it helps us do a job with pinpoint accuracy.

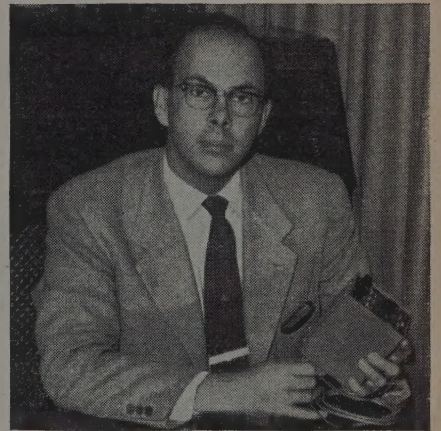
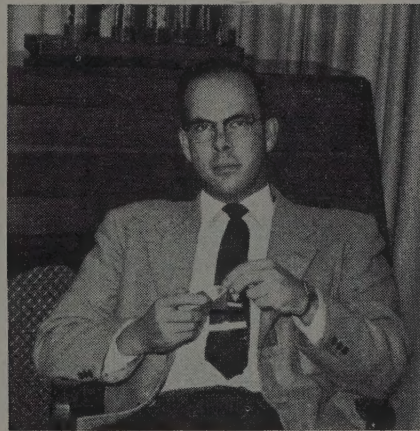
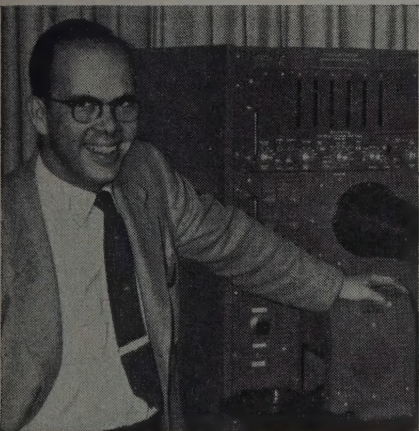


"Then, too, advertising in trade and industrial publications helps build recognition and prestige for our company . . . helps us maintain our rightful place in the industry."

of selling our products''



Bo Jameson says, "The marketing facilities made available by certain trade and industrial publications help us establish market potentials...help disclose new markets and help us cover existing markets with maximum efficiency.



"We depend on trade and industrial magazine advertising to precondition our customers and prospects . . . to give a salesman an opportunity to make the most effective and efficient use of his time."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton

COMPANY

Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Motor Age Hardware World • Aircraft and Missiles Manufacturing • Distribution Age • Product Design & Development • Business, Technical and Educational Books

Rip Van Winkle

Sirs:

I'm 72 now and time seems to whirl by at an ever increasing speed. Of course, I read *TIDE* from cover to cover and feel as if I might be Rip Van Winkle the way advertising's changed since I've been in it.

I rub my eyes when I see the growth of appropriations for General Motors, Procter & Gamble and Ford, just to name three. Twenty or thirty years

ago we didn't dream of such budgets.

Also, as Rip Van Winkle, I was impressed by the Seldes article on auto advertising (*TIDE*—November, 1958). What he says I've long thought and feared as a GM stockholder.

Sitting on the bleachers, watching the parade of monstrosities go by, I've wondered and wondered why the car makers could permit designers to produce such fantastic cars, at such fantastic prices—then claiming that they

(Continued on page 10)

THE WORLD'S AT YOUR FEET!



When You Convene at

Castle

IN THE CLOUDS

RESORT HOTEL

LOOKOUT MOUNTAIN, TENN.

UNUSUAL AMERICAN PLAN RESORT

with food, service, and accommodations matching the grandeur of a view encompassing seven states.

Swimming Pool • Horseback Riding • Tennis • Archery
Free Golf • Shuffleboard
Putting Greens • Name Bands and Supper Club Stars.

PLUS OUTSTANDING CONVENTION FACILITIES

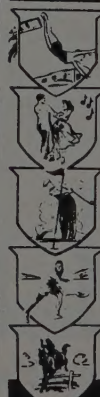
Seven Meeting Rooms—Largest seating more than 500... King Arthur's Roundtable—perfect for conferences of 20 to 40... dining indoors or out... newly furnished comfortable accommodations for groups to 350.

IDEAL LOCATION... NEAR CHATTANOOGA... SERVED BY:

Braniff • Capital • Delta
Eastern • Southeast • More than 40 Daily Flights. Southern NC&St. L • 16 trains daily. Hotel transportation from terminals.

open May
to October.

Write, wire or call collect
JACK M. SLONE, President



Castle

IN THE CLOUDS
LOOKOUT MOUNTAIN, TENNESSEE

WINTER ADDRESS:

18925 Collins Avenue
Miami Beach, Florida

AN AMERICAN PLAN
RESORT OF DISTINCTION

Open May to Oct.

Castle

IN THE CLOUDS
LOOKOUT MOUNTAIN, TENNESSEE

Write today



Graphic

CALCULATOR
COMPANY

633 Plymouth Court, Chicago 5, Ill., Dept. E-31

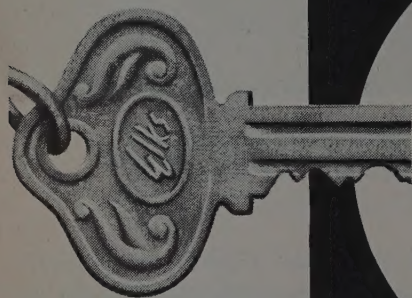
DEMONSTRATORS

add action to sales talks

Graphic Demonstrators show your product in motion... put over points that are difficult to describe in words... fit easily into brief cases or envelopes for mailing. For example, the model illustrated shows, in parallel action, what happens when an ordinary tire blows out and how this is prevented by a new tire design.

FREE SAMPLES: A note on your company letterhead will bring you sample Graphic Demonstrators and full information.

9050



your key to a LEADING BUSINESSMEN'S MARKET

In the latest Starch Consumer Magazine Report, 34.2% of the heads of Elks households are business owners or officials.

Only 1 publication leads The ELKS Magazine in this classification.

Elks high median income of \$6,798 is exceeded by just 6 of the 55 magazines reported. In ownership of household possessions, Elks rank 1st in more Starch categories than any other men's magazine.

Advertise in The ELKS Magazine for a profitable sales appointment with a leading businessmen's market.

More information?
Write for a copy of our booklet,
"The Elks Market"

THE

Elks

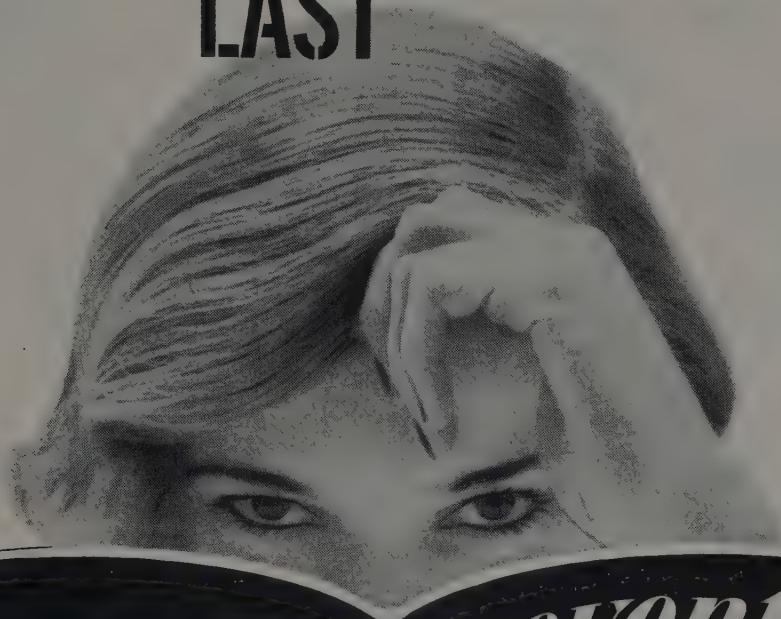
MAGAZINE

NEW YORK 16
386 Fourth Ave.

CHICAGO 1
360 N. Michigan Ave.

LOS ANGELES 17
1709 W. 8th Street

BECAUSE
FIRST
IMPRESSIONS
LAST



buying habits start in...

seventeen
"THE SERVICE MAGAZINE FOR YOUNG WOMEN UNDER 20"

...the magazine that makes customers of teen-age girls

seventeen reaches these girls during their most impressionable years (between 13 and 20) ...when they're most strongly motivated to express their individual tastes while acquiring life-time buying habits.

seventeen is read by more of these first-time customers than any other women's magazine. A single issue reaches every third teen-age girl in the U. S....3 issues reach 75% of them.

seventeen is the magazine that starts tomorrow's buying habits today. Nearly half of America's 8,500,000 Young Women Under 20 have purchased merchandise they saw advertised in SEVENTEEN.*

*Gilbert Youth Research

*it's easier to **START** a habit than to **STOP** one!*

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!



ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

... especially when your salesmen (or your clients' salesmen) use your advertising in their selling efforts. ABP has prepared a film to encourage salesmen to do just that. The film is called "How to Multiply Yourself." It's a full-color strip-film presentation that shows salesmen how your businesspaper advertising works for them... how they can follow through on the pre-selling that means better selling and more business. It shows salesmen how advertising opens doors for them. It tells them how to stress the same points in their selling that your advertising does... how to make the most of reprints... how to follow up leads that advertising has uncovered. It explains how advertising does away with wasted shoeleather... how advertising fills the bases before the salesman comes to bat.

Ask for a showing of the new ABP film, "How to Multiply Yourself"

Thousands of salesmen have seen "How to Multiply Yourself" in the past month. We'll be glad to arrange a showing at your convenience—or, if you'd like a "preview," we've prepared a booklet version of the film that's yours for the asking. Just drop us a line. Or phone the ABP Business Service Department.

THE
ASSOCIATED
BUSINESS
PUBLICATIONS



55 East 42nd Street, New York 17, N. Y.
51 North Wells St., Chicago 6, Illinois
504 National Press Bldg., Washington 4, D. C.

LETTERS

(Continued from page 8)

were producing what the public wanted. Were I less passive, I'd have written letters of protest to GM long ago.

Mark O'Dea
Woodstock, Vermont

Mergeritis

Sirs:

Around 30 years ago, in San Francisco, a merry gesindel with Foster & Kleiser told me he had sold the head of a local candy chain a string of painted boards, only to find the advertiser disappointed at the showing.

So he had the buyer tailed for a few days, from home to office and back again; found him following a set route; moved one board to a head-on spot on that route, and presently got an enthusiastic report from the advertiser to the effect that he was seeing those boards *everywhere*.

Not even a generation of merging has kept the national total of agencies from climbing, even though it may indeed look that way to one who, like that candy man, sees only what happens on *his* particular beat.

Let's use reasonably careful counts of U.S. agency offices listed in Standard Register Agency List issues of May, 1949, and January, 1958, as something open to check by any other economist interested in the point above.

Our own 1949 count showed 2,766 offices (2,478 homes, 288 branch), with 58.3% of them concentrated in only ten centers and 36% of them scattered in 230 towns having under five offices each (average 1.7 offices per town).

The 1958 count showed 3,276 U.S. offices (2,780 home; 496 branch, subsidiary, etc.) with only 46.4% concentrated in the same ten centers: the remainder scattered in 410 other towns, 221 of which showed only *one* agency office per each.

(Continued on page 12)

Tide

EDITORIAL, ADVERTISING &
CIRCULATION OFFICES

630 Third Ave., New York 17, N. Y.
YUkon 6-4800



Editor Morgan Browne
Managing Editor Kenneth Schwartz
Senior Editor Lawrence M. Hughes
Associate Editors Philip K. March
Judith B. Dolgins
Selwyn Feinstein
Donald S. Mackey
Editorial Assistant Robert M. Silver
Contributing Editors Dorothy Diamond
Lester Leber
Howard G. Sawyer
Art Director George W. Booth
Research Director Dr. Jay M. Gould
Consulting Economist Peter B. B. Andrews
Manager, Tide Advertising Executive's
Panel Florence Melody
Reader Service H. M. Howard
Circulation Director R. E. Smallwood
Asst. Circulation Manager Ed Hoffman
Subscription Manager Howard Voss

SUBSCRIPTIONS:

U.S. and Canada: \$5.00 a year
Foreign: \$13.00

Officers

President John W. Hartman
Publisher Hartley W. Barclay
General Manager Morgan Browne
Executive
Vice-President Frederick C. Kendall



Bill Brothers Publications: Fast Food, Floor Covering Profits, Plastics Technology, Premium Practice, Rubber World, Sales Management, Sales Meetings, Tires, Tide.

ANSWER AMERICA
ANSWERS YOUR TELEPHONE
24 HOURS EVERY DAY
Offices everywhere — Act as branch offices
— Receive Mail — Accept phone orders — For information look for
ANSWER AMERICA in the
WHITE SECTION of your telephone directory or call information or write
ANSWER AMERICA, INC.
55 East Washington Street, Chicago 2, Ill.

MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS

A black and white illustration of three men in business suits. The man on the left is looking down at a newspaper. The man in the center is looking up and holding a cigarette. The man on the right is looking down and holding a cigarette. The illustration is signed 'Horton' in the bottom left corner.

The printed word means a great deal to the businessman—when that word appears in his businesspaper. That's because his businesspaper is his single most valuable and most concentrated source of information about his trade or industry.

It keeps him abreast of competition—aware of what's going on at every level of his trade or industry. He searches his businesspaper through—for information he needs to make decisions, for facts, for fresh ideas he can put to work, for new materials or methods. For anything, in short, that means profit to him. And, because he finds the advertising rich in what he needs, he reads it with the same concentration he devotes to the editorial pages.

Keep that last fact in mind—and expose your advertising to this kind of concentration. In businesspapers.

As an advertising man, you know that a publication's effectiveness as an advertising medium depends on its editorial strength. Your problem: how do you select the businesspapers that are strongest editorially?

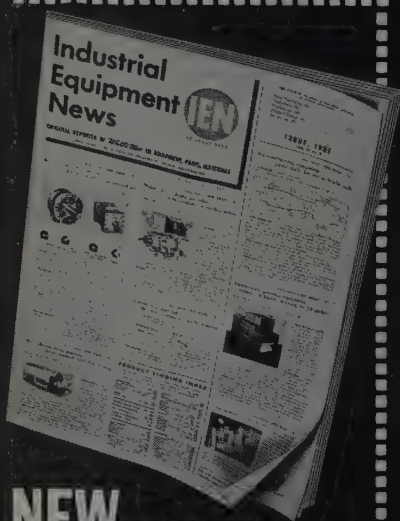
One simple way is to recognize the ABP symbol—a sure indication of editorial independence and publishing integrity for more than 50 years. Another way: check the paid circulation. People *pay* for businesspapers they *want* . . . and *read* businesspapers they *pay* for. All ABP papers are bought and paid for. All are members of ABC. Currently, more than 3 million subscribers spend over \$15,500,000 a year to read them.

Concentrate your advertising in ABP papers — read by men who mean business.



MOST OF THE BETTER BUSINESS PUBLICATIONS DISPLAY THIS SYMBOL...

YOUR MARKETS ARE CHANGING NOW!



NEW products and
processes are creating . . .

NEW sales
opportunities every day!

Details? Send for complete
Media Data File and
"Your Markets Are Changing"

**Industrial
Equipment News**

IEN

FOUNDED 1933

Thomas Publishing Company

PRODUCT INFORMATION HEADQUARTERS

NBP

461 Eighth Avenue, New York 1, N. Y.

BPA

Affiliated with Thomas Register

EBB & FLOW

by mr. billings

Advertisers and agencies still plugging for the Advertising Research Foundation's on-again-off-again study of who reads what magazines have completed the first stage of getting the study done: a survey to determine interest (not among the publishers, however). Next month should produce an announcement of how the publishers will be approached.

• •

One of the greatest conveniences in renting a car has been quietly changed by all the major rent-a-car services. You can no longer pick up a car in one city and drop it in another without paying a service charge. It's \$10 for the smaller cars but runs as high as 12 cents a mile for returning those in the Buick class and up.

• •

Something is happening to the brand new supermarkets: sales are behind those which opened the year before last. The Super Market Institute reveals that sales in 1958 supers were nearly 10% under those which opened in 1957. One theory is that the most modern markets are too big and too efficiently cool.

• •

Imported beers are beginning to make serious inroads in American beer sales. Foreign brews, which are generally heavier are gaining acceptance at the expense of the lighter domestic beers. Now Guinness is going national (via Victor Bennett, New York) and both local and national brands are watching it carefully. You may see a reversal in the trend this year.

• •

Despite impassioned pleas from all quarters in advertising (except agencies) the Treasury Department will get through its tax on co-operative advertising, according to Washington sources. The big users of co-op, Detroit's automotive industry, for one, will take a second look at ways to curb abuses of the selling tool to offset the increased cost.

• •

Sylvester "Pat" Weaver, former Chairman of the Board of NBC, is moving back into the national TV picture: first step, as consultant to McCann-Erickson on major TV projects, another important announcement should break in March.

• •

Ted Bernstein, Assistant Managing Editor of the New York Times, who for years entertained and informed working editors with his sheet, Winners & Sinners, has published a sprightly book called "Watch Your Language" (Channel Press, \$3.95). A must for copywriters.

EBB & FLOW

Regional Note: the Gimlet, a drink virtually unknown in the East, outsells the martini in California. Smirnoff will plug it in national magazine (via Lawrence Gumbinner) this Spring. It is made with vodka or gin and lime juice.

. . .

Still further revisions in Edsel's pricing policies are in the works and will break with the 1960 models. Objective: get down to the top prices of the low priced three.

. . .

It's about time: Schlitz Brewing Co. is dropping its "Schlitz-talk" campaign (via Grant) and playing up "move up with Schlitz." Unveiled at an A.N.A. meeting a year ago by Schlitz media and research director, Louis Berger, most of the smart money predicted an early demise for the campaign.

. . .

Watch for further changes at Cluett, Peabody & Co. on the heels of switching Arrow from Young and Rubicam to Lennen & Newell. The retail price cut from \$4.95 to \$3.95 boosted sales but cut into profits to the point where price may go back to the higher figure.

. . .

Also watch for some extensive overhauling of Bristol-Meyers' Ipana-Plus advertising in the face of a not too good sales record.

. . .

Possibly the greatest headache in the electric shaver business, trade-ins of old models, seems to be doomed. Schick and Remington Rand have withdrawn trade-in offers and Sunbeam will wind it up this year as well.

. . .

The renewed furor over advertising's public relations is placing a strain on the Advertising Council which is sometimes criticized for being on too high a level. One problem that stumps the Council is widespread abuses in retail advertising. The public seldom makes a distinction between local and national advertising — to the disadvantage of everyone in the business.

. . .

Although we have criticized the Contadina tomato paste radio and television campaign, it seems only fair to note that the Radio Advertising Bureau has rated the off beat, off melody offering one of the best eight radio commercials of 1958.

T.R. Sets a NEW All Time Record—

12,265
Advertisers

46,360
Advertisements

...All in one
10,000 page
Annual Edition!

Thomas Publishing Company
461 Eighth Ave. • New York 7, N. Y.



Industry's
No. 1
Market Place



More readers more advertising- THE TRIBUNE GETS 'EM IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over \$60,000,000 in the Tribune last

year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It out-pulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

Monthly Report

- Return to a fair "Fair Trade"?

At least two appliance makers have moved to stem cut-throat price advertising in retail ads. The manufacturers are battling with their most effective weapon: co-op funds. Both General Electric, in a national directive, and Sunbeam, in a West Coast test plan, bar co-op payments for any ad which lists small appliances at prices below a specified mark.

Under Sunbeam's plan, the retailer can advertise sales at 15% below a suggested list price. The GE system varies from product to product; for example, a C-7 cord reel vacuum cleaner listed at \$79.95 can be advertised for \$69.50 and still meet the co-op rules. Meeting the GE rules, by the way, means a two-third rebate on the cost of the ads.

Dealers still are free to advertise at what GE terms "completely unsound and uneconomical levels." But GE insists "the company is under no obligation to share the expense of such advertising."

The rules, most certainly, signal a switch in gears for the nation's small appliance makers. The companies only last year abandoned fair trading, to the howls of the local, low-volume dealer who found himself in an unbearable profit squeeze. GE and Sunbeam, at least, seem intent on returning some order to the distribution chaos that the end of fair trade has wrought.

The immediate effect in some areas of the country will be negligible. Major discount houses will hardly mourn the loss of the co-op money if it means they can keep their prices at a below-par low. Only in areas where discount houses are not the local trading stores will the co-op restrictions push prices and profits up.

The long-range effects, even in discount areas, however, can hardly be dismissed. GE, for one, according to one estimate, spends about \$10,000,000 a year in co-op advertising. Drastic cut-backs in the budget, even with increases in national media, must mean lower unit costs to be passed the dealer's way. The savings could be the stimulant needed to restore order to a chaotic field.

- Also from the appliance field, a prediction for the future.

Hotpoint's third annual forecast of what's ahead predicts American consumers will buy \$40 billion worth of kitchen and laundry equipment in the next 10 years. The buying rate would mean a 63% increase in sales.

Hotpoint's study failed to include television, a line it no longer makes, but another development has the TV makers looking at the future with glee. Corning Glass says it will start producing in June the glass "envelope" for the rectangular or double-faced TV picture tube. Setmakers say the new tubes will offer more viewing area, will have a flatter appearance, and, most importantly to them will permit radical redesign of the television set. Present-day sets, they gleefully note, will become obsolete.

● What's new in company ad campaigns?

"Live Better by Far with a Brand New Car" is the slogan for the newspaper industry's 1959 automobile ad campaign. The Bureau of Advertising of the American Newspaper Publishers Assn., expects 1,000 newspapers will join in the push scheduled to get underway April 1 through 14. Says the B of A: the 1959 drive will be "more elaborate" than the 1958 "You Auto Buy Now" drive which dragged in some markets over a several month span.

Hertz Corp. budgets \$5,000,000 for advertising in 1959, a \$750,000 increase over the level of 1958. Featured in the accelerated ad campaign is spot TV, magazines, newspapers and outdoor media. Hertz dealers will invest another \$5,000,000 in local advertising. Hertz started in national advertising in 1947 with a scant outlay of \$242,000.

Westclox division of General Time, which spent more than \$2,000,000 on advertising in 1958, plans to up the spending still higher in 1959. Television, says the company, will play "a leading role" in the added push.

● Among the agencies:

Ketchum, MacLeod & Grove of Pittsburgh says virtually every one of its 60 clients has approved "a progressively broader use of advertising, merchandising and other agency services" in 1959. Two clients—one industrial and one consumer—have doubled budgets over spendings of 1958.

John W. Shaw (Chicago) picked up \$1,300,000 in billings in one week's time last month. It took the Red Heart dog food account from Campbell-Mithun and the Mercury Records advertising from Henri, Hurst & McDonald.

Geyer, Morey, Madden & Ballard added the Dayton Rubber Co. to its list of clients little more than a week after the agency was born of merger. The firm took Dayton's institutional account plus billings for the foam rubber and Dayflex divisions.

Fuller & Smith & Ross was a voluntary loser in one switch. It resigned the White Sewing Machine account, worth only about \$50,000 in national billings, and Meldrum & Fewsmith picked up the trade.

● Shake-ups-a-plenty in the apparel trade.

Cluett, Peabody pulls its domestic Arrow advertising from Young & Rubicam after 25 years and awards the estimated \$2,000,000 in billings to Lennen & Newell. Y & R, however, is not out completely in the shift. Y & R, still retains the company's international advertising and its Sanforized division account. Insiders say the loss of Arrow probably was prompted by the resignation of J. Baxter Gardner, Cluett's vice-president for advertising and sales.

Also switching: Robert Hall, about \$3,000,000 in billings, from Frank B. Sawdon, Inc., to the hastily organized Arkwright Advertising, and Howard Clothes, worth about \$700,000, from a house shop to Mogul, Lewin, Williams & Saylor.

What no doubt will go down as the most complicated shift of the year is the wha-happened switch at Robert Hall. The clothier, which is expected to bill about \$3,000,000 this year, had been at Frank B. Sawdon Inc. Sawdon, by the way, just happened to be Robert Hall's vice-president for advertising and sales. Well, anyway, Sawdon decided to resign from Hall and expand his ad agency, which he promptly did by buying out F. B. Stanley Advertising. But then Robert Hall turned around and did some deciding. It moved its account away from Sawdon and looked around someone to bid. Some Sawdon employes saw their chance, hastily formed an outfit called Arkwright Advertising, and won the account. And where did they go to set up their shop: to the New York offices abandoned by F. B. Stanley when that agency moved under the Sawdon wing. Anyone need a score card?

In a less complicated switch. Peter Simon resigned as Howard's ad and sales promotion manager, his four-man department abolished and the \$700,000 account formally awarded to Mogul, Lewin, Williams & Saylor. Emil Mogul had been handling the account on an advisory basis since early last year.

● Also among agencies:

Calkins & Holden and Fletcher D. Richards join in the merger swing with a marriage to be consummated come March 1. The new agency, to be known as Fletcher Richards, Calkins & Holden, will have billings of more than \$30,000,000. Some severe losses — American Machine & Foundry from Richards and Prudential from C & H — may have prompted the move.

New alignments at two other agencies. A seven man committee takes over control of Dancer-Fitzgerald-Sample, picking up the the reins left loose with the death of board chairman Mix Dancer. And at Leo Burnett, Richard N. Heath moves up from president to chairman of the executive committee and W. T. Young Jr. takes over the president's chair. Young's new job will be coordination of creative, marketing and service outputs.

● The TV networks bow on "must buy."

NBC makes it unanimous. By mid-March, all three major television networks will abandon "must buy" station line-ups and insist only on minimum dollar buys.

Starting March 15, NBC-TV will permit advertisers to take a pick of the network's 207 domestic stations as long as the gross time adds up to at least \$57,000 for a half-hour of Class A, prime evening time.

NBC-TV is the last to acknowledge the trend. The CBS-TV plan, which goes into effect March 1, calls for a minimum \$60,000 purchase for a half-hour of Class A time. ABC-TV always has had a minimum buy rather than required station line-up. Its plan requires a \$36,900 purchase for the Class A half-hour.

The network surrender to critics of their "must-buy" line-ups may be the industry's version of losing a battle to win a war. Their struggle: to hold on to option time, without which television networks as known today claim they would cease to exist. Some insiders say the television networks, in their intensive battle to retain their option rights, even have gone so far as to consider setting up their own association in Washington to lobby for their rights. One candidate for the top association post: former Sen. Charles E. Potter, Republican of Michigan.

● Among other media developments, lots of buys.

Field Enterprises, owner of the Chicago Sun-Times, buys control of the Chicago Daily News from John S. Knight for more than \$18,000,000. Marshall Field Jr. says the News will continue as a "distinct and separate paper."

McCall Corp., in another expansion deal, takes control of Forecast for Home Economics, a monthly, effective this month. The book, in its 49th year, has a controlled circulation to some 50,000 home eco teachers.

Also expanding: Conde Nast. It buys Bride's Magazine, for an undisclosed price, from Brides House, Inc. The purchase comes at an opportune time. The Spring issue will be the "largest ever."

● Other media developments:

There's another seal of approval starting this month. Motor Trend has a "tested and approved" sticker for products which pass the test of living up to the manufacturer's claims.

The direct mail industry has set up a public relations program. About 35 companies have joined forces to form the Business Mail Foundation and hire Ruder & Finn to handle their PR campaign at a fee reported to be about \$75,000.

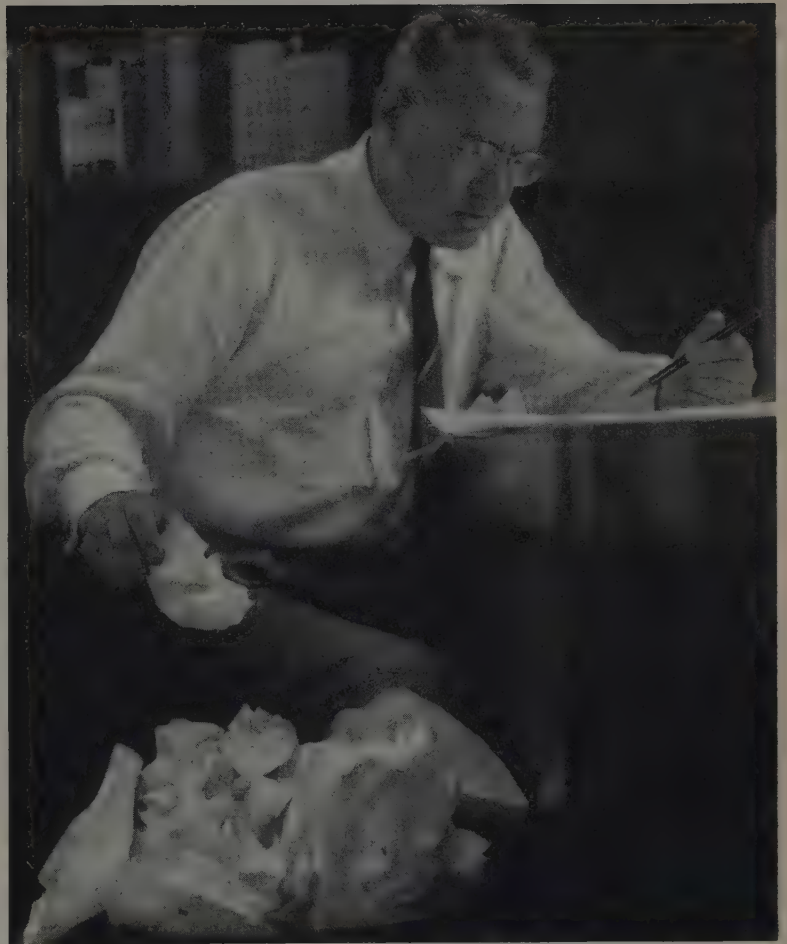
The wallop of Sweated-Out Imagination

Recently, we got a letter from a man
who used to work for us.

Here is part of it:

"Once again I am reminded of the
deep gratitude I feel for the
privilege of being indoctrinated
in the Burnett philosophies—
—the virtue of simplicity,
—the strength of earthiness,
—the wallop of sweated-out im-
agination."

And the greatest of these, we think, is
the wallop of sweated-out imagination
—applied squarely to the product.



We work for the following companies: ALLSTATE INSURANCE COMPANIES • AMERICAN MINERAL SPIRITS CO. • APPOINTMENT
HOSIERY MILLS, INC. • ATCHISON, TOPEKA & SANTA FE RAILWAY CO. • THE BISSELL CARPET SWEEPER CO. • BROWN SHOE COMPANY
CAMPBELL SOUP COMPANY • CHRYSLER CORPORATION • COMMONWEALTH EDISON COMPANY AND PUBLIC SERVICE COMPANY • THE CRACKER
JACK CO. • THE ELECTRIC ASSOCIATION (Chicago) • GREEN GIANT COMPANY • HARRIS TRUST AND SAVINGS BANK • THE HOOVER
COMPANY • KELLOGG COMPANY • THE KENDALL COMPANY • THE MAYTAG COMPANY • MOTOROLA, INC. • PHILIP MORRIS INC. • CHAS.
PFIZER & CO., INC. • THE PILLSBURY COMPANY • THE PROCTER & GAMBLE COMPANY • THE PURE OIL COMPANY • THE PURE FUEL
OIL COMPANY • STAR-KIST FOODS, INC. • SUGAR INFORMATION, INC. • SWIFT & COMPANY • TEA COUNCIL OF THE U. S. A., INC.



LEO BURNETT CO., INC.

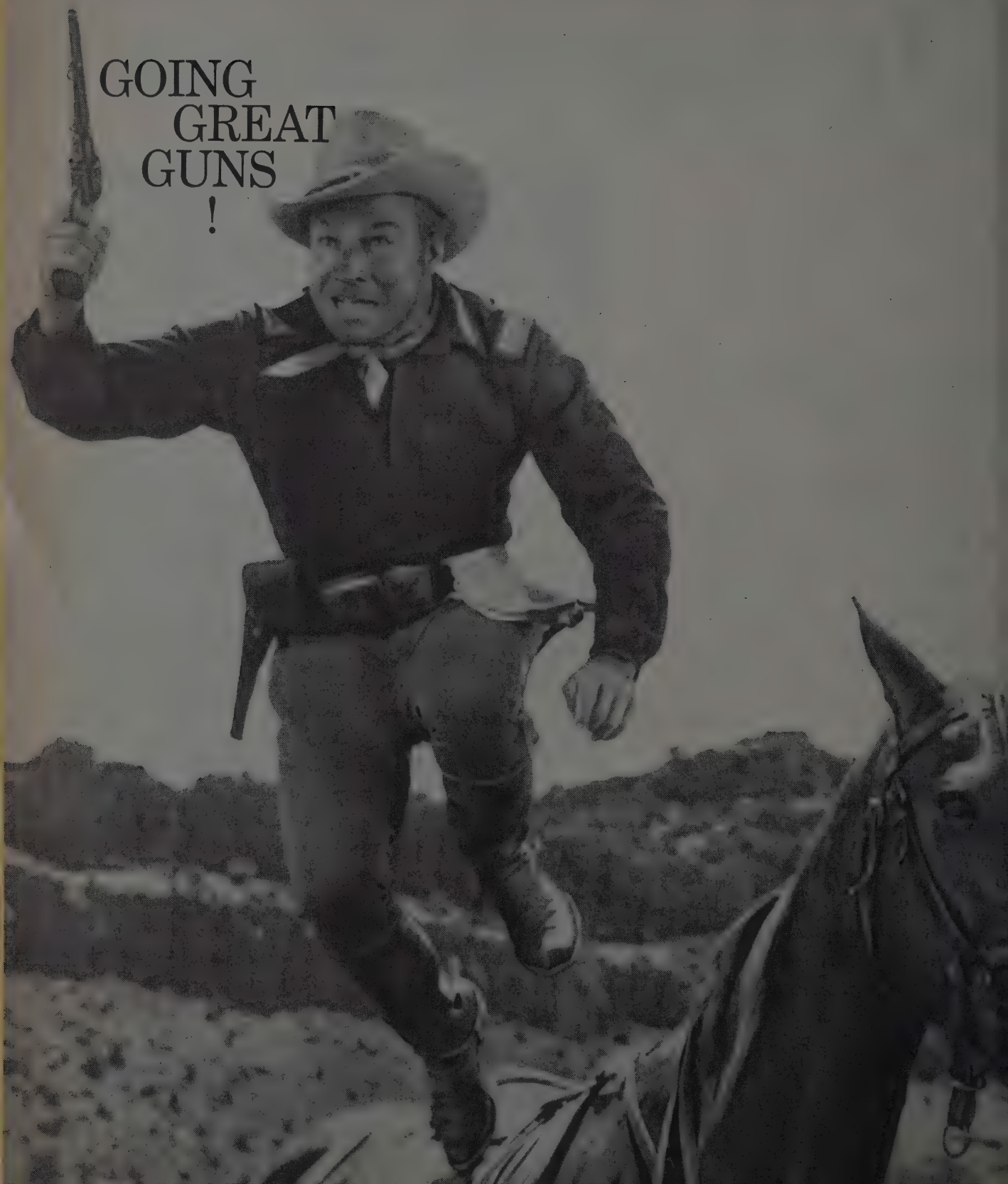
CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO

When we introduced **BOOTS AND SADDLES—THE STORY OF THE FIFTH CAVALRY**, the critics cheered like crazy. “Refreshing to see” and “welcome change.” Likewise “tops” and “uncommonly good”! ✖ Ratings proved that the public was swift to agree. What’s more, latest ARB figures show *B&S reruns* shooting holes in the competition, market after market. ✖ **BOOTS** has won its spurs. It figures to be in the saddle for a long, long time to come.

NBC TELEVISION FILMS A DIVISION

CNP
CALIFORNIA NATIONAL PRODUCTIONS, INC.

GOING
GREAT
GUNS
!



TIDINGS



Trio

Just as we were getting used to having some people think we dabble in soap, along comes an advertising agency that calls itself Tide. We learned of it through a classified ad in the N. Y. TIMES that asked, "Is your present Ad Agency helping you market your products too?" so we called the number given and spoke to Seymour Katz. He told us that his shop recently merged with that of Seymour Ullman to form Tide Agency. Mr. Katz said that Tide does advertising, marketing and public relations for its 10 or so clients and promised to fill us in about his operation at a future date. Meantime, though, we're wondering why Messrs. Katz and Ullman didn't name their agency Seymour Associates.

Naked Truth

"Suppose you go shopping and you are completely naked. Everyone else—in the stores and on the street—is also completely naked," said the lead of a press release, and we self-consciously buttoned our shirt collar, prepared for a case study from Kraft-Ebbing or Maiden Form's latest "I Dreamed" ad.

Eagerly we read on, but only to discover we had a report of a study on "the psychological and sociological aspects of clothing" by Dr. Arthur M. Vener, assistant professor of social science at Michigan State University.

"Suppose, too, that you are not ashamed or embarrassed by your nakedness," the release continued, "that it is a sunny, warm day and you have all the money you need in your hand [where else, we wondered]. What trouble would you be apt to have?" the release asked us.

Before our mind could run away with itself, the question was answered. "The trouble you might have," we were informed, "would be in telling who is who. You would not know the salespersons from the customers. The floorwalker would not even have a buttonhole, no less a carnation.

"Unless you saw a policeman directing traffic, you would not have any idea who he was [worse than unmarked cars]. If you went into a restaurant, how would you identify the waitresses?" asked the report, and we admit that if it weren't for the obvious compensations, it would present a very serious problem indeed.

Superman

Good old Max Hess. He's making a mint. He claims his store (Hess Bros.) takes in 11 cents of every dollar spent in Allentown (pop. 100,000), Pa., and boasts a \$27 million gross last year.

But Max Hess is worried about his customers. It's so inconvenient for

them to have to go from store to store to satisfy their daily whims. So he bought a 50-acre tract of land (\$300,000) about two miles from his downtown store on Hamilton Street. On it he says he will erect a "super store." It will do most one stop shopping one better by selling everything from frozen foods to \$300 imported dresses.

There will be parking facilities for cars (10,000). Shoppers can charge everything, including the delivery boy's tip. But should the customer go into shock from a price tag, there



will be a doctor's office, a branch of a Pennsylvania bank and the brokerage facilities of a New York investment firm on the premises.

Will the new "super store" make the old "emporium" seem a has-been by comparison? "The public's wishes will be fulfilled. If they want us to leave Hamilton Street, we'll leave Hamilton Street," says Max Hess.

"We will stay open until 11 each evening if the public wants," says Max Hess.

But he almost alienated a batch of his public. On the land he bought for the new store is Braedon Field, home

of the Allentown Red Sox. Hess's plans call for early demolition. Tickets for the 1959 baseball season were already sold.

So Hess said to his executives, "What do I do now? I don't want to make anybody mad."

And the wise men advised him to give the team anything on the land that could be carried away.

Max Hess replied, "That's worth \$30,000." But he told the team's owner to tote away the fence, the seats, scoreboards and lighting installations anyway.

"What about the grass and the sod?" asked the team. And Hess told them to take that, too.



Ole!

The formerly publicity shy DeSoto people plan an offbeat PR wingding in Bradenton, Florida between February 15th and 22nd. On hearing this we remembered that 1958 was also a big year for DeSoto name dropping, so we contacted its PR director, Sam Petok, to find out just why all this shouting.

Just between you and us, it's because of Petok himself. Where many PR hopefuls before him have struck out in convincing DeSoto top management that where there's a song there's a sale, Petok hit a homer right into the left field stands at Bradenton (which, by the way, is the winter quarters of the Milwaukee Braves).

The upcoming bash is really by way of a followup to last year's. Needing a hook to kick off last year's thirtieth DeSoto anniversary, Petok then focused on Bradenton, which each winter commemorates the conquests of the famed Spanish explorer, Hernando De Soto. In PR and craps such a turn of events is known as "a natural."

DeSoto last year flew three Detroit newsmen down to cover Hernando's hideaway, while later, in June, Bradenton residents reciprocated by sending to Detroit a Spanish costumed contingent headed by Bradenton's Mayor.

Not trusting the success of this gimmick to mere luck, Petok then saw that DeSoto commissioned historical novelist John Jennings to write a romantic novel called "The Golden Eagle" (G. P. Putnam's Sons published it in November. It's now in second printing and rumored to be soon a movie.) which relates the glam-

orous exploits of Hernando the first.

DeSoto says it is trying to make the Bradenton-De Soto promotion as "non-commercial" as possible, relying on the name tie-in to do the PR job. Says Petok, "We're trying to reaffirm the rightful place of Hernando De Soto in history."

Nevertheless, we sense that a sales pitch is creeping in on little act feet. For example, this year the Bradenton celebration will have an auto show featuring DeSoto cars, and author Jennings will be there presumably to pump paws and sign copies of "The Golden Eagle". Also, there will be some sort of road test terminating at Bradenton and involving DeSoto's "Adventurer" model.

As if this weren't enough, Bradenton's Mayor is trying to arrange for a group, including this year's DeSoto festival queen, to retrace DeSoto's march through the Southwest to the Mississippi—a trip of some 4,000 miles, all in DeSoto cars.

But here's the touch we really like: V. T. Hamlin, the cartoonist creator of "Alley Oop" lives in Bradenton, and has agreed to work De Soto into his strip some time around February, 1960, when the third annual DeSoto promotion will doubtless be in full swing.

The implications are staggering. Could, perhaps, "Peanuts" one day soon be plugging a particular *brand* of peanuts?

Westporter's Woe

No less an adman than FORTUNE's advertising director, L. L. ("Pete") Callaway, Jr., is getting exercised about the cold war between Westport (Conn.), Madison Avenue's Valhalla, and the New York, New Haven & Hartford Railroad. Callaway is a member of Westport's First Selectman's Committee for Commuters which is "trying to preserve the commuters' lifeline to New York."

Our interest in the standoff was precipitated by last month's freight wreck on the New Haven line that promises to slow down commuting from the northern nether regions to Manhattan for some weeks to come. This thorn in the side of Callaway, et al. is only an aftermath, however, to an even more pointed barb. Not long before the wreck the First Selectman of Norwalk (Conn.) intimated that commuters are just a bunch of bums who only sleep in their home towns.

Callaway, obviously no bum, was goaded to assign research man Dr. Jay M. Gould to study the value of commuters to Westport; thus, obviously to establish a case against the perennially threatening discontinuance of New Haven Railroad better-late-

than-never commuter service.

The results of Gould's study are now in, and Callaway released them to us with an intrepid huzzah. Say: he, "We want to determine whether the Railroad is losing as much money as it claims and to see how much commuters are to blame. Railroad accounting is generally rather strange, so we want to get at the facts."

As Gould reports them, the facts are: Westport sends 1,714 family heads into New York each week day; these "commuter" families represent some 6,000 persons, or 29.7% of the current 20,200 population of Westport; Westport commuting families have an *average* yearly income of \$16,500 (more than twice the average for other Westport families, Westport being one of the wealthiest communities in the U. S.); "commuter" families annually spend about \$1,000,000 in retail outlets in New York and \$17,800,000 in Westport retail outlets. In fact, Gould's study concludes, about half the retail sales in Westport are made to "commuter" families.

We have a suggestion: why don't those "commuter" families just break down and buy the New York, New Haven & Hartford?

Bearish

What with Russia's number two man, Mikoyan, having spread PR all over the U.S., we can herewith report another breakthrough in the communications cold war.

Back in October our interest was piqued by a relatively inconspicuous item in *The New York Herald Tribune* re the advent of color TV in the USSR. Immediately we contacted one Harry Freeman of the Tass News Agency in Manhattan. He passed us on to the Soviet Embassy's cultural counselor in Washington, D.C., and we could tell we were getting warm because *his* name was Boris Krylov.

Apparently not one to give strangers cultural advice, Krylov forwarded our query to one B. Evgenev, Superintendent of the International Alliance in Moscow. Now, three months later, we have the word on Russian color TV right from the bear's mouth.

Evgenev's translated note informs, in part, that "A new system for color TV was introduced in 1957 and this year [1958] a color TV station will be started in Moscow. Series showings of color TV will start in 1959. This is all the information we have to offer about TV at this time."

Well, that's not exactly a hot scoop, but it's also not a rejection slip. And we see now that a country capable of adapting the Russian alphabet to a typewriter is also capable of color TV, Luniks notwithstanding.



The Advertising Administrator

Today, ad budgets are approaching a one-to-two ratio to total corporate net profits, and, in a few cases, represent the largest single item in the corporate budget.

TIDE, with the accompanying article, begins a series on ways companies and their agencies can achieve more efficient budget and cost control. This article surveys the rapid growth in recent years of a new professional specialist in the ad business, the Advertising Administrator.

Here's the role this expert in accounting

and budget control plays in the ad departments of 17 top advertisers; American-Standard, Best Foods, Bulova, Campbell Soup, Canada Dry, Celanese, Chesebrough-Pond's, Esso, General Electric, General Foods, Green Giant, Olin Mathieson, P. Lorillard, Procter & Gamble, RCA, Revlon, and Studebaker-Packard.

Subsequent articles will examine budget procedures at other companies and what advertising agencies are doing in this critical area of advertising management.

One of the rarest resumes in the advertising business today belongs to Daniel Velsor, administrative and budget manager for advertising at the Bulova Watch Co. (see cover and p. 25).

Velsor, now 44, is a trained accountant who, among other things, spent five years (1949 to 1954) as supervisor of advertising cost research at Lever Brothers and four years (1954 to 1957) at Young & Rubicam as supervisor of budget control, coordinator of media costs and supervisor of media billing.

Following a year with the New York management consultant firm, Stewart Dougall Associates, Velsor joined Bulova this past October as the fourth of as many managers under ad vice-president Tad Jeffrey (the others handle sales promotion, publicity and displays).

Trained on both sides of the advertising fence—client and agency, Velsor today watches over Bulova's ad expenditures (between \$7,000,000 and \$8,000,000-a-year through McCann-Erickson), and is responsible for media coordination and internal office management of the ad department.

Velsor's background and job represent a relatively new specialty in the advertising world: the advertising administrator. For just as ad departments and agencies, under the growing postwar workload obviously need specialists in media, research, copy et al, so they need a specialist well grounded in the fundamentals of accounting and budget control.

As one harassed ad manager reported to the Assn. of National Advertisers: "A few years ago I

used to spend half my time on detailed budget matters. I wasn't running the advertising department—it was running me. I realized this was foolish. The first thing I did was to bring into the department a specialist who knows more about how to set up and administer a budget than I ever hope to know."

The development of the role of the advertising administrator parallels the growth of ad. budgets for many companies. Developing in one form or another since World War II, it has existed for 15 years at Best Foods, 13 years at P&G, 10 years at RCA, nine years at P. Lorillard and eight years at Campbell Soup.

However, the growth of this specialty has been most rapid in recent years, spreading beyond its concentration in big advertisers to penetrate all sizes of advertisers in a variety of industries: Studebaker-Packard set up such a job two-and-one-half years ago; Bulova's Velsor has been on the job less than five months.

This past November General Foods, the nation's fourth largest advertiser, appointed Frank Harvey, then treasurer of the advertising agency, Calkins and Holden, Inc., manager of ad controls under advertising vice-president Edwin W. Ebel. Harvey's job: help administer and control the more than \$90,000,000-a-year GF spends on advertising—the second biggest item in GF's corporate budget after raw materials.

Today the advertising administrator exists with as many titles as companies that employ him, from

budget director (such as P&G's Harold A. Derr) to operations supervisor of the ad department (Roger Wedekindt of American-Standard's plumbing and heating division) to advertising budget analyst (Campbell Soup's Harvey B. Arundale) to assistant to the ad manager (Robert Soderberg of Best Foods).

Other marketers often, of course, have a specialist within the ad department who concentrates on controlling the expenditures in the medium the company tends to use the most. At rough-and-tumble Revlon, TV coordinator George Feld is the cosmetics maker's watchdog for more than a third of Revlon's estimated total budget of some \$17,000,000.

Feld keeps a "television performance diary" which simply is a month-by-month record of each TV spot or program on each station, listing adjacencies, competition, audience composition, homes reached and cost-per-thousand.

In short, the ad administrator, no matter what title he holds, rapidly is becoming a very important part of the advertising landscape. And the reasons for his existence are not hard to come by.

As one of the earliest ad administrators, P&G's Derr, puts it: "One need not look back too far to the time when the advertiser-agency relationship was primarily the turning over 'X' dollars for the immediate purpose of creating ideas and the expression of those ideas in the buying of print advertising.

"With the coming of radio and television the media field was so enlarged that greater and greater importance was placed not only

Esso: a new master plan



Ad controller Marshall L. Winslow, 46, is in the vanguard of the latest method for administering ad costs: automated accounting. For the past year, "a survey committee" of two accountants from Winslow's office (Winslow reports to Esso's sales promotion manager) have worked with Esso's agency, McCann-Erickson, to develop what Winslow calls "three dimensional bookkeeping." By feeding cost figures into an IBM 705 computer (previously partially idle at an Esso refinery in New Jersey), the committee hopes to establish cost relationships among three areas: media; money put into point-of-sale material, direct mail, training aids and sales promotion in general; and to Esso's distribution network.

Procter & Gamble: oldest and biggest pioneer



Advertising budget director Harold A. Derr, 51, runs what is probably the earliest, most extensive and carefully-conceived organization for the financial control of advertising budgets.

He oversees two groups which service P&G's ad department of more than 300 people. First there is the ad budget control section employing three managers who serve as brand group supervisors and act as liaison with ad agencies. Seven clerical employees in this first section analyze the advertising budget and seven other clerical employees the sales promotion budget.

Derr also supervises the advertising accounting department (although he's not responsible for hiring and firing). This department consists of 30 clerical workers who constantly prepare reports on the more than \$110,000,000 P&G annually puts into advertising.

Derr, who took his job 12 years ago when it was created, firmly believes that "concentrating this detail in Budget Control relieves the advertising man from these detail responsibilities and leaves his time free for constructive advertising thinking."

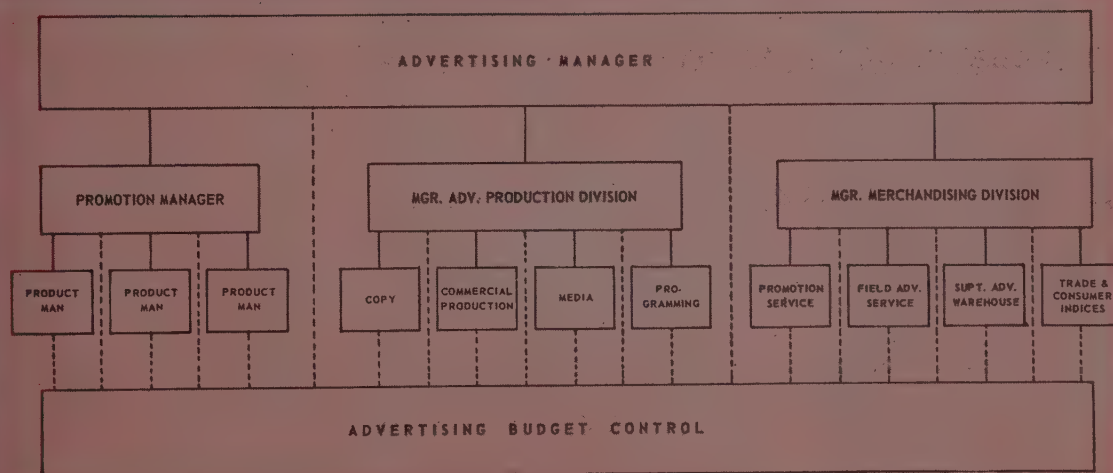
To allow such freedom, Derr's department basically services (as the chart below shows) three separate groups within P&G: first, his department services management in overall checking of the budget & spending control, e.g., profit forecasting, new product budget plans and billings policies with P&G's ad agencies; second, service to advertising product men, e.g., preliminary planning of advertising and promotion for individual products, controlling expenditures afterward; third, service to special ad groups, e.g., aiding the media group with inter-brand buying and selling of TV properties, maintaining supplementary control budgets for packaging, promotion testing, warehousing and the like.

Basically, P&G Budget Control under Derr helps create and control two specific budgets within the over-all budget on any one product. Each product has a separate budget for advertising and one for sales promotion, flexible enough for transfer of the funds between the two budgets if necessary "to make the most use of all dollars available."

Each of these control budgets is created from the basic budget plan, approved by management at the start of each budget period. This is a basic budget recommendation, jointly prepared by the company and its agencies. Within the overall plan, individual product control budgets receive commitment reserves or, in other words, estimated sums of dollars set aside for media et al.

P&G pays for its advertising out of these individual commitment reserves, makes periodic check of what is paid out in relation to the original ad budget plan, thus rates efficiency.

P&G's budget control organization:



How Campbell Soup's ad administrator spends his time



Ad budget analyst H. Burton Arundale, 41, is an excellent example of one kind of advertising administrator working within a company committed to the marketing concept and organization. In his job at Campbell, created eight years ago, Arundale reports to the director of advertising (who, in turn, reports to a marketing vice-president). On one hand, Arundale maintains expenditure control over Campbell's four marketing groups, each of which includes a product manager and an ad manager. On the other hand, he maintains liaison with the controllers of Campbell's agencies: BBDO, Leo Burnett, Needham, Louis & Brorby and Tatham-Laird. Here's a percentage breakdown on just how much time Arundale spends on the five major phases of his job:

35% – prepares master budget and monthly budgets for all products; responsible for seeing that yearly ad expenditures do not exceed budget appropriations; maintains

monthly control of expenditures and analyzes same; revises product budgets as changes occur; reports budget variances to ad director and product advertising managers; acts as liaison between ad department and ad agencies on budget matters.

35% – prepares and checks all domestic advertising purchase orders and revisions for time, talent, space and production; maintains budget control against approved purchase orders.

12% – prepares sales analyses and relates case and dollar volumes to advertising costs for each product; maintains advertising history books on an annual basis and reports annual results to product advertising managers; assists director of advertising with special assignments.

14% – reviews all advertising agency invoices prior to payment; checks nature of items billed, whether commissionable and whether authorized by purchase order; verifies charge accounts and initials invoices to indicate review; initials charge accounts on all advertising purchase orders.

5% – miscellaneous duties such as dictating and signing correspondence relative to job.

upon the proper selection of media but the factor of cost control. These major developments in the media picture had much to do with focusing the attention of the advertiser on the need for a better control of his advertising dollars."

Olin Mathieson corporate advertising director Stanley Koenig, last year's chairman of the ANA advertising budget control committee, is quite blunt about the development: "Advertising people have to make themselves smart in business management. I think that we've been really remiss in our concern over this area, that is, most have, not everybody. Administration of ad costs must be tied more closely to the financial structure of the company."

Says Stuart Peabody, formerly ad director of the Borden Co. and now with the management-marketing consultant firm of George Fry

Associates: "In the eyes of management, the most desirable attribute in the advertising executive, next to the basic one of competence in his profession, is that he knows how to gear advertising into an integrated marketing program and that he have the profit consciousness of a true marketing man."

The advent of the ad administrator and/or ad budget controller or analyst does not, from an enlightened management's view, presage budget cuts. Says General Foods general auditor Douglas H. Miller, 1959 chairman of ANA's advertising budget control committee: the object is not to reduce advertising expenditures, but to obtain a greater yield from the ad dollars spent.

It is more than naive, of course, to assume that the development of tighter ad budget control —

personified by the ad administrator's existence—is not in some way related to scrutiny advertisers have put agency-client relations under ever since the Frey report. For instance, the most recent survey of the TIDE Advertising Executive Leadership Panel shows that 56% of the respondents do not think that the orthodox 15% media commission system is satisfactory.

The significant factor is that most panelists, 73%, object to the method, not the amount paid (only 5% complain about what they must pay). Further, 67% think there eventually will be a change in the orthodox 15% media commission system. Most changes in agency-client financial arrangements are, to be sure, sub rosa, but new agreements are in process all the time.

Perhaps the most tangible spur behind the development of the job

of advertising administrator is the rash of changes in the discount structures and special sales plans of media in the past two to three years. "Fast action," according to Bulova's Velsor, "is needed to take advantage and keep up with the changes in such a dynamic medium as television.

"The discounts on several TV buys can add up to nearly 40%. Media purchases are getting more complex in print, too. Take the new incentives now offered by magazines such as *LIFE*, *LOOK* and the *POST*.

"In fact, the variety of discounts makes it increasingly hard for the advertiser to establish the single unit cost on a single TV commercial or a page ad. Complicating everything, of course, are the obstacles inherent in buying several media for a multi-product line."

Actually, Velsor's present job stems from a plan which ad vice-president Tad Jeffrey put into effect last April, creating the post of budget controller. At the time, Jeffrey, then holding the title of ad manager, handled a variety of functions from planning to budgeting to reviewing Bulova ad expenditures. Now, as ad vice-president, he can, says Velsor, spend more time on overall planning, although, of course, Jeffrey maintains control over the whole advertising operation.

There is at least one very important qualification about the role of

the advertising administrator within a company: more often than not, he advises and coordinates, rather than dictates, budget operations.

At RCA, for example, advertising and sales promotion administration manager John W. Jackson, 1957 chairman of the ANA's advertising budget control committee, usually doesn't sit in on advertising strategy meetings. Each RCA division makes its own media buys. Jackson's 18-man staff, a corporate service, coordinates the buys to achieve the most for the total amount of dollars invested. A further refinement: Jackson concentrates on coordination of print media purchases; another man handles broadcast media.

Clearly, one of the most important reasons behind the development of the advertising administrator's specialty is the widespread lack of uniform accounting procedures for what should and should not be charged off to advertising. Although many advertisers recently have taken important steps to improve their advertising accounting (e.g., General Foods), the problem is still extremely serious.

For this reason, the present ANA advertising budget control committee is preparing a special survey of its members to determine what "benchmarks" they use to itemize advertising expenditures.

Generally, the ANA tentatively plans to find which budgets (advertising; sales promotion; pub-

lic relations; sales) advertisers charge off items in some 28 basic areas. These 28 basic "trouble spots," as the ANA calls them, range from the most obvious—expenditures for space and time—to plant tours, storage of advertising materials to sales convention expenses.

On the budget control front, the ANA also continues to probe, among other things, the problems of allocating advertising costs to market areas and the retention and storage of advertising materials. Another area under ANA analysis: the problem of apportioning agency commissions when several companies, divisions or products with different agencies share in a single advertising effort, e.g., several sponsors of one TV show, joint promotion through an unusual "blockbuster" magazine ad insert.

In sum, the budget and cost control phase of advertising is just beginning to develop as a distinct and specialized field. The next big step obviously is to create even greater cooperation in the area of cost control and billing procedures among advertisers, agencies and media. This April ANA hopes to accomplish just that by bringing together in a special workshop seminar members of its own advertising budget control committee, controllers from magazines, newspapers and television and the controllers or treasurers from several large agencies. ♦

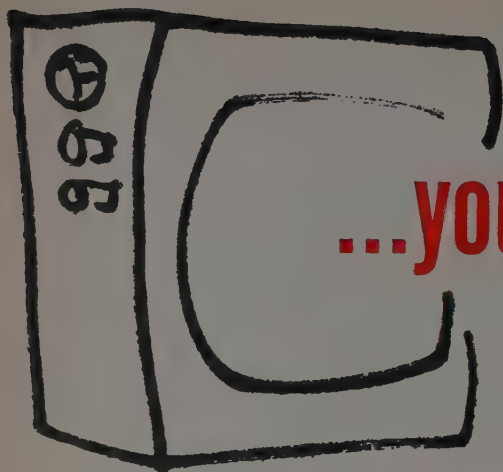
Will Olin Mathieson be next?

Olin Mathieson corporate ad director Stanley Koenig, 34, last year's chairman of the ANA's advertising budget control committee, seems headed for some kind of ad administrator in his complex organization.

Basically, Koenig (with his two assistants) must maintain cost control in face of a problem shared with many advertisers: wide diversification of product lines. At Olin this means 22 basic and 68 secondary product lines handled by eight "group" ad-sales promotion managers through 10 different ad agencies.

In the past two years Koenig has moved closer to greater cost control through such measures as (one) a detailed definition of charges to advertising and sales promotion (which many big advertisers surprisingly don't have): (two) a special system to check proposed and actual costs of TV commercials.





...you darling...you sucker...

An analysis of whether aggressive
TV commercials are too much so

"But first a word from Brandex."
"Hello! I'm Jim Jimson and I want to tell you that if you had the brains you were born with, you'd be using Brandex. But unfortunately for you, you're a congenital idiot and you're using something else. Who the hell do you think you are, anyway?"

I am trying to put into words an approach, a tone of voice, an atmosphere fairly common in radio and TV selling, not so common in print. You meet it in certain areas more than in others—in the field of fairly cheap goods, goods bought every day or every week, and sometimes it spills over into durable goods. The fact that I don't like it is irrelevant unless I'm like millions of other people. The question is whether it is good long-run selling—and to that I have no answer.

The first text-book on advertising I ever read was called "The Letters of a Self-Made Merchant to his Son" and the author was George Horace Lorimer, for 37 years editor of THE SATURDAY EVENING POST.

A great deal of selling in those days was by travelling salesmen and I recall the general rule about not running down your competitor's product. It's better to say his is good, but ours is even better. But that was before the big soap companies became manufacturers of detergents, too, and long before the idea came to some executive to pit one of his branches against another.

My impression now is that deter-

gents actually absorb dirt from the air and rub it into your clothes in the washer whereas soap is a chemical mixture of 85% stain and 15% grit and I am 100% an idiot for using either one.

Only the blessed circumstance that I do not have a washing machine (I'm slightly un-American that way) preserves my sanity. Also, I am not a woman, which helps. I do not find myself held up to ridicule for using a face powder that clogs my pores and a hair-wash that (although it makes me almost insufferably lovely on the 9:30 spot announcement) renders me repulsive at 10:15 (Eastern Standard Time).

I am however a male adult cigarette-smoking citizen and when I am accused, by implication or directly, of being slightly effeminate or too stupid to exercise my faculties, I go right back to the cigarette I've been smoking for a couple of years now, willing to try any other brand except those which have been calling me names.

Always constructive in my criticism, I suggest a positive approach to the customer based on a set of figures I've made up to bolster my argument. I believe that 90% of the people who buy Brandex today have been buying it for some time. Putting this another way: no matter how effective your advertising last night has been, you haven't caused a 10% switch yet.

Consequently, almost all the

people to whom you address your advertising are steady customers and about 90% of your advertising is not addressed to them. I know that in the highly competitive fields you've got to get customers away from other brands—but it won't do you a bit of good unless you keep almost all you already have. Why not talk to them once in a while. Why not end your commercial with "you sweetheart" instead of "you rat."

You do hear something like this once in a while. It was flattering to be told I was so right or so smart to smoke Parliaments. But the all-out pitch hasn't been made. I suggest that you can start off boldly by saying, "If you aren't a user of Brandex this may puzzle you" or "Here's a report on (or to) 23 million people . . ." and go on to make them feel good, pleased with themselves and with you.

At present, all the time spent in denouncing other brands says nothing to the user of your brand who at best is persuaded to continue by a kind of spillover from your main pitch. Wouldn't the spillover from the pitch I'm suggesting be at least equally effective on your non-customers.

It isn't, to be sure, a matter of copy so much as of tone. When radio came in, copy-writers were print-trained. They recognized the value of the human voice but they were upset by the invisibility of the speaker, so they began to press.

...you rat...



by Gilbert Seldes

The voice became too loud and the copy louder.

Then, blessed day, television arrived and you could actually see the gleam of adoration (for the product) in the announcer's eye, you could at last make it a man-to-woman conversation, you were right there in the living room and no one was listening to anyone else. And what happened?

What happened was that advertisers went crazy because their competitors were also on the air and decided that rasping the nerves of the customers was the best way to make them well-disposed. The cajolers still operated and, to an extent, the con men, too. But a great deal of energy went into disparaging something or somebody else—directly contradicting a pretty good rule which is not to advertise the competition, even negatively.

I suggest that this must convey, to a large part of the public, a sense of lack of confidence in one's own product. I suggest that the ancient law of diminishing returns sets in when three or five or fifty pain killers prove by similar diagrams and in the same tone of voice that all the others do not kill pain, which goes against the confirmed experience of the listener that they do so kill pain. They may not kill as much pain—the text of the commercial implies that they kill a little, maybe, with evil side-effects. But the delivery says in its tone that you're dealing with

quacks unless you use Brandex.

I give you two instances—the “softest” I can think of, the almost non-offenders: Dave Garroway and

Jack Parr. In each case the great virtue is the absence of the professional slick. Both of them talk to you as a friend would in your living room. And the moment they have to lead into or do a commercial, a change comes over them—something almost awestruck and something terribly urgent can be heard and the candor and intimacy are gone just at the moment when candor and intimacy are most required.

When you come to newscasters who do their own commercials, the contrast is even greater. They have been talking of the splendors and the miseries of life, a satellite launched, a war averted, an heroic sacrifice, but the great big tones are saved for the gas or the cigaret.

Although I am speaking literally about the tone of voice, I know that the copy often dictates the tone. But the tone is easier to correct and the reason for correcting it is more obvious—people respond often to the tone when they do not even get the words.

And when the voice is raised and you are, in effect, calling your customers dirty names, there is one thing they recognize at once: you are using the same tone as the man whom you're calling a fraud. Stupid as the audience may be—stupid

as you assume the audience to be—it does know that some advertisers have been caught lying, it knows that some of the come-ons of the late movies a couple of years ago were ordered off the air.

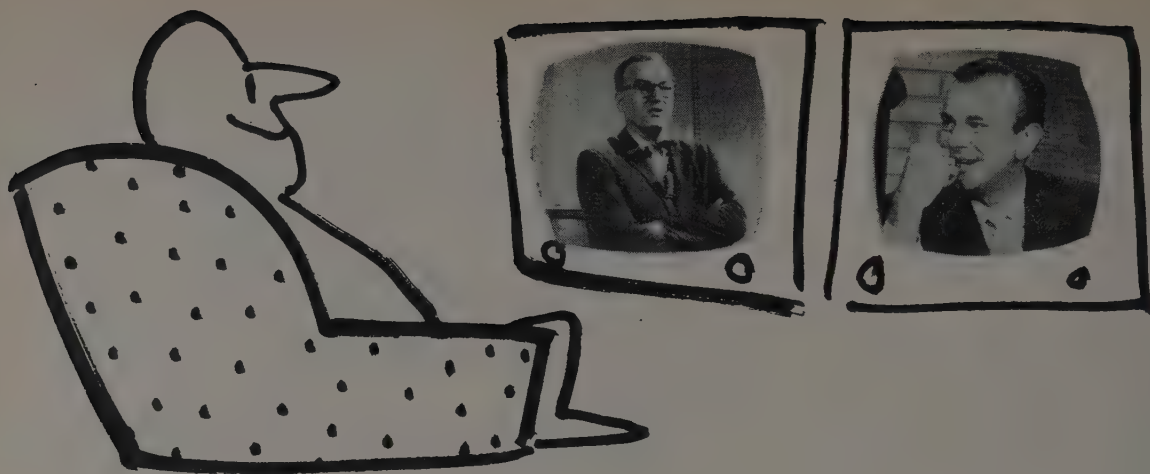
No one remembers now what they were advertising—everyone remembers the tone of voice. And that tone is still heard even in network selling.

Years ago one of my favorite comedians (Lou Holtz or Joe Frisco, I've forgotten which) used to do an act about a pitchman who was constantly being interrupted by a yokel who insisted on knowing if the watch was solid gold—and the pitch ended with “better than gold, you louse.”

The sound I seem to catch most on the air isn't as frank as that, but all too often I think someone is saying, “Got you that time, sucker.” I know I am super sensitive—but I also know that if you talk like a truckdriver, the average listener will not think you are preaching the gospel.

Recently we have indeed heard another sound on the air—the silken seduction which we thought had gone out with The Continental but has returned with promises of Heaven-knows-what voluptuary sins to the American woman.

Oddly enough, a fairly clear voice says “Promise her anything, but give her Arpege”—which exactly 50% of the women I know think is an insult to them and 50% (includ-



"In each case the great virtue of Garroway and Paar is the absence of the professional slick . . ."

ing all in the advertising business) think is great advertising.

Other perfumes and "accessories" of one kind or another, tending to improve on the Creator's work and make women every inch (instead of every other inch) a woman are delivered in soft insinuations. I have identified the tone. It is the one you use at a large dinner party when you are telling a slightly off-color story to the woman next to you (who has just told you one). It's pretty silly—but per decibel, it's a welcome relief.

Many years ago a sort of rudimentary hearing aid was on the market—rudimentary, I mean, by present standards—and the ad showed a slightly exasperated man

who said, "Don't shout! I can hear you as clearly as if you were in the next room!"

The commercial messages of radio and television are not heard from the next room—but in the same room. And what is equally important, no one else is talking at the moment. All that noise the announcer is obviously trying to overcome exists in the mind of his sponsor—it is the voice of the last previous announcer.

I used to teach—to try to teach—some GI's weary after a day's work, and they would horse around in the back seats and talk to one another and I'd raise my voice and so would they. And one day I lowered my voice—way low and talked

only to the men in the two front rows. All conversation stopped. I had given the impression that I was saying something important.

It seemed to me a good plan and it seems so still — especially when you remember that some of the greatest thrills experienced by the members of the human race are conveyed to them in whispers. And this is an indication, too, that you don't have to be feeble in your sales-talk merely because you're not shouting it ten times louder than the human voice. "I love you" and "I will" aren't exactly ineffective even if they can barely be heard two feet away. ♦

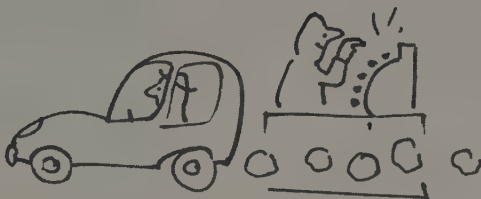
"But the moment they have to do a commercial a change comes over them and the candor is gone . . ."



A new way to sell cars?

There's a unique auto supermarket on the drawing boards in Detroit.

It could be the most intriguing twist in the ever changing pattern of automobile distribution



That fellow who goes around charting the eye blinks of housewives confronted with the staggering array of products in supermarkets may someday be called upon to take a poke at the lid-flickerings of automobile customers.

In Detroit, Robert W. Orlick, 30 years old, dark-haired as Valentino's Sheik, and an ex-employee of American Motors, Buick, Chrysler, Ford and Kaiser-Fraser, has a rather elaborate plan for an automobile supermarket which would house about 700 new cars of any manufacturer who agrees that cars can be sold like soap or canned peas.

The proposed sight of Orlick's dream, the Northland Auto Center, is at the edge of Detroit's big Northland shopping center, which draws approximately 19,000 carloads of consumers daily.

He operates on a conviction that the economies in dealer distribution made possible by combining sales of all makes in one place would welcomely rub off on the consumer. Says Orlick, "The dealers will ride on each other's volume in such matters as new car preparation, advertising and overhead," a feat which he believes "will cut the price of each car as much as \$100 to \$200."

Orlick arrived at the figures after studying the costs of dealer operations with experts from the major factories. For one make, for example, he found that the overhead costs, on a national average, of all Ford dealers, is \$320 per car.

At Northland, Orlick maintains that if total sales of one dealer is only 1,000 cars a year, overhead would be \$466. But as sales in-

crease, overhead would drop fast. At 2,000 cars it would be \$273, at 5,000, \$146, at 8,000 cars, \$129. And he doesn't think it would be much of a trick for a dealer to sell at least 5,000 cars, supermarket-style.

Advertising, if the Northland Auto Center sees the light of day, will be a joint venture, with the funds of all the dealers (who contribute \$17.15 per car) pooled and jointly administered by a dealer committee and an advertising agency. All advertising—print, of course, plus a 52-week, half hour TV show which Orlick envisages—would promote the Center, with individual dealers getting plugs at intervals.

The concept of auto supermarketing got a fair amount of notoriety around 1955, but then it was a dirty word generally associated with the even dirtier practice of bootlegging—the selling of new cars by franchised dealers to unfranchised dealers.

Actually, bootlegging became possible legally in 1949 when the Justice Department forced auto manufacturers to remove provisions for exclusive representation, territorial security and anti-bootlegging from franchise agreements.* Bootlegging's peak year, 1955, came at

**In 1957, dealers won a round when manufacturers agreed to stop revoking franchises without cause, to end shipments of unordered cars, and to permit dealer councils to work with the factories. Right now, the National Automobile Dealers Assn. is backing a lobbying campaign to have anti-trust laws amended so that franchise agreements can again guarantee exclusive representation and territorial security.*

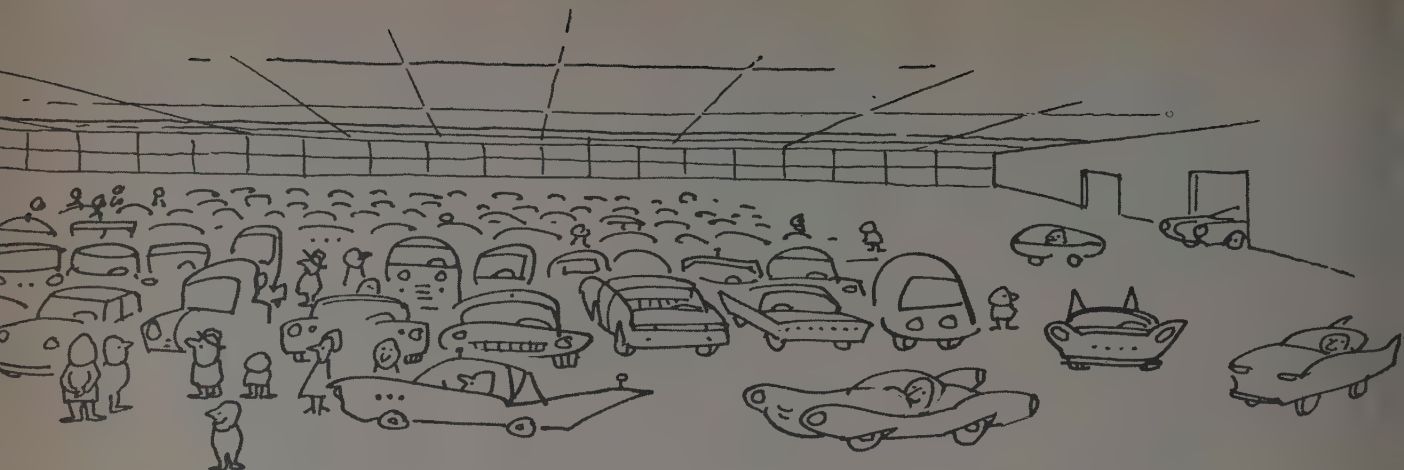
a time when exorbitant freight charges and oversupplying by the manufacturers was driving dealers to desperation.

Orlick's brand of auto supermarket is the latest twist in the gradually changing pattern of automobile distribution. Today, of the estimated 40,000 franchised dealers in the U.S., only about one half are the old-time traditional "exclusives," in that they sell one, and only one, make of car. The rest are "dual" or "multiple" dealerships, an operation where one dealer sells two makes from one manufacturer, i.e., Lincoln-Mercury, Plymouth-De Soto, Oldsmobile-Cadillac.

In 1957 two interesting variations appeared in the dual dealership theme. The Big Three, finally recognizing the consumer's increasing small car compulsion, started selling imported cars through some of their regular U.S. dealers.

Just about the same time, sales of whiz kid American Motors, with unusual camaraderie for the hotly competitive and possessive auto industry, began getting Big Three dealers to sell its domestic Ramblers and English-made Metro-politans, though for the most part it hands out franchises only to dealers who sell medium or high priced cars, and in areas where it does not have dealerships of its own.

Orlick's projected supermarket arrangement is neither fish nor fowl (American Motors, which disapproves, thinks it's more the latter), as it would have the blessings of the factories, unlike the supermarkets of bootlegging days, and each



dealer would sell only the models of his own manufacturer, unlike the American Motors-Big Three coalition.

Plausible as the idea of Orlick's supermarket may sound, it remains to be seen if anyone will bite. Recently, applications to lease space (at an average cost of \$2.25 per square foot) were mailed to all 250-odd dealers in the Detroit area. Applicants are limited to franchised dealers now operating within the Detroit area. Orlick will not accept territorial invaders, men who are just going into business, or those who have gone out and are trying for a comeback.

If a dealer is interested, the next step is approval by the factory, who by signing agrees to guarantee the lease. If the manufacturer gives the go-ahead, the dealer will be asked to bid on the lease rights. (The bid-payment for the privilege of using the Center's facilities, would be his only cash outlay except for advertising.) Highest bidder in each make of car would win out, and Orlick estimates that bids should run about \$29,000 to \$30,000, not exceeding \$38,000.

The application guarantees that if a dealer wants to get out of the Center at some future time, or if he goes out of business completely, his factory will have first crack at buying up the lease and granting it to another dealer. If the manufacturer turns down the chance, it's up to Orlick to find a replacement.

With a few confirmed bids, plus a small amount from his "silent partner," Orlick thinks he can get the Equitable Life Assurance So-

ciety of the U.S. to firm up its tentative agreement to finance the \$3,000,000 project.

According to Orlick's plans, the center will actually have two auto supermarkets. The front and smaller one will have three floors which have been rather prematurely designated as the main showrooms for dealers of the so-far uncommitted Big Three.

The second and larger (six stories) building, to be located behind the first, will provide more showroom space, where each dealer would be able to keep from 50 to 100 cars.

According to the applications, each dealer must contract for 4,000 square feet of floor space in the first building—enough for a showroom and office—and from between 10,000 and 20,000 square feet in the second. Orlick says if he can sign up foreign car makers he will add a floor to each building.

Every car in the larger building, vows Orlick, will be complete and ready to roll. He contends that the ample floor space will enable each dealer to keep on hand a full variety of models and colors.

All the customer need to do is take his pick and presumably in true supermarket style, romp right through the "check-out" counter. And in case he's caught a little short, there'll be representatives from a reputable auto financing firm standing by who will work out a "point system." If the buyer is married, one point. If he has a job, two points, etc. Six points and the deal is closed.

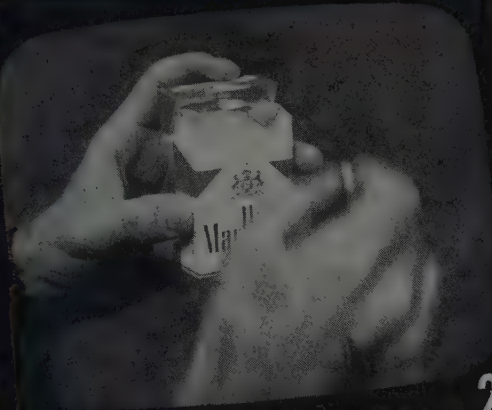
If Orlick finds himself without

takers, it will probably be because of the service snag. His plans call for one dealer to service all cars of all makes. According to him, the service facilities will be leased out to one of the dealers who is known to be especially "service-minded," but this is nevertheless a mighty tall order.

A number of years ago, when the need for greater sales volume was beginning to be apparent, the National Automobile Dealers Assn. suggested an auto supermarket, an idea that died on the vine when the NADA withdrew the idea on the grounds that the complicated engineering of today's cars requires that service men be expertly trained. Handling more than one make of car, it decreed, means monumental servicing and parts problems.

Chrysler, the only manufacturer to comment so far, says the proposal "is being explored," but is worried that the possibility of seeing so many makes of cars in one place may confuse the consumer. The principal problem, though, is still service, because as a Chrysler spokesman puts it, "When a dealer loses control of his service operation, he loses a vital part of his set-up."

In fact, the service issue might be an easy way out for the factories on contractual grounds, for all franchise agreements now state that the dealer must provide service. On the other hand, a dealer can argue that under the Orlick plan he does provide service—what matter is it if it is farmed out to a competitor dealer?



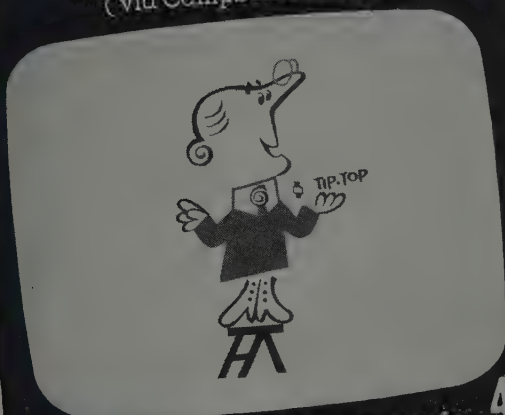
Marlboro TV commercials
(via Leo Burnett)

2



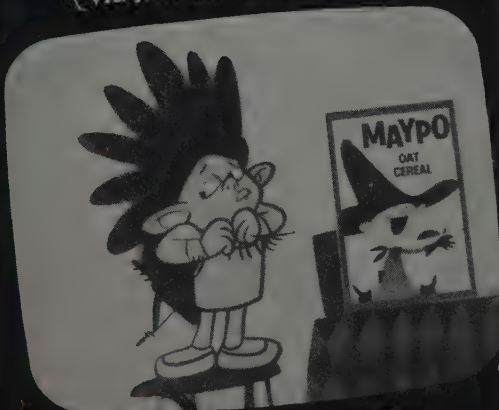
Dinah Shore TV commercials
(via Campbell-Ewald)

3



Tip Top Bread TV commercials
(via J. Walter Thompson)

4



Maypo TV commercials
(via Bryan Houston)

5

1



Piel Bros. TV commercials
(via Young & Rubicam)

The best ads of 1958

Bert and Harry Piel, popular since they bubbled forth in 1956, are first again in the hearts of TIDE Advertising Executive Leadership Panelists. They top the Panel's selections of 1958's best TV commercials.

Behind Bert and Harry, in order: Marlboro, Viceroy's "Thinking Man" and the Dinah Shore Chevy Show. Another cartoon, still popular though not new in '58 is that Tip Top girl, Emily Tip. Close behind is Maypo's cartoon character, Marky, the little boy who appears only during the hot-cereal season; the Gillette World Series commercials and those on Hallmark's Hall of Fame.

Favorite national print ads of 1958: the Rolls Royce spreads, unique in auto advertising with entire pages devoted to copy; El Al Israel, particularly the picture of the ocean and "the Atlantic Ocean will be 20% smaller." Also high with the Panelists: Buick, the Irish Whiskey ads appearing in three consecutive issues of THE NEW YORKER, and American Airlines' color spread, plugging "the first jet service across the U.S.A."

The biggest developments in 1958, according to most Panelists were agency mergers, the Baltimore tax case, perfection of video tape and, of course, the recession.

On the urge to merge (TIDE — December, 1958) advertising manager Richard Van Nostrand feels, "Tremendous financial and competitive pressures have forced expansion and widening of agencies' scope." MacManus, John & Adams vice-president John Byrne mentions "the acceleration of agency mergers for 'full service' facilities" in 1958. Byrne believes that eventually "Giant agencies will take over much of the marketing of goods — assigning

6



Gillette TV commercials
(via Maxon)



Hallmark TV commercials
(via Foote, Cone & Belding)

7

'creative agencies' the development of outstanding campaign ideas."

As for the Baltimore tax case which many admen liken to a dread disease, Glamorene's president Clayton B. Hulsh thinks that if not repealed, "it would have spread and discouraged advertising budgets."

Significantly, ad men were not pessimistic about the effects of the recession. Bauer and Black's advertising manager George A. Percy believes the recession caused a "closer examination of advertising results and expenditures. It sharpened thinking—eliminated wasteful practices." Optimistically Hiram Walker's vice-president and director of advertising Donald J. O'Brien feels that most companies acted sanely although many did cut budgets. His company increased advertising expenditures in

1958. The result? "A big fat increase in sales over last year—a previous high."

How about 1959? Some Panelists think that 1958 was a pretty good one and that there is little room for improvement. Others suggest the "abolition of the word 'new' from all ads for a decade at least" and the elimination of the so called "medical" advertisements with diagrams, e.g. those used by Anacin and the "disgusting and unbelievable TV commercials which try to sell drug products." "How," asks McKesson & Robbins vice-president Donald C. Berry, "can four cigarets claim to have 'America's best filter?'" Public confidence in advertising declines as exaggeration expands."

Several, like Dowd, Redfield & Johnstone vice-president Henry Morris say that what they would like to see in 1959 is "More billing—what else?" ♦



The new Rolls-Royce is designed to be owner-driven. No chauffeur required.

Rolls-Royce is the only car in the world which is designed to be owner-driven. No chauffeur required.

Rolls-Royce is the only car in the world which is designed to be owner-driven. No chauffeur required.

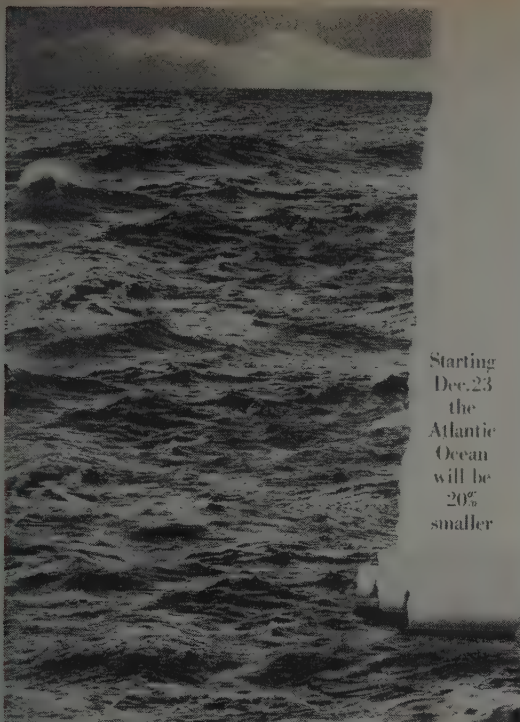


Rolls-Royce is the only car in the world which is designed to be owner-driven. No chauffeur required.

PRINT

1

Rolls Royce (via Ogilvy, Benson & Mather)



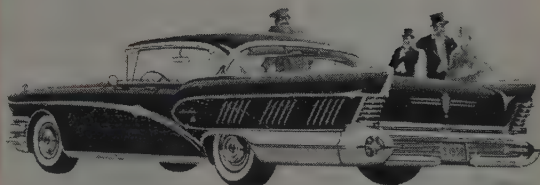
Starting
Dec. 23
the
Atlantic
Ocean
will be
20%
smaller

EL AL

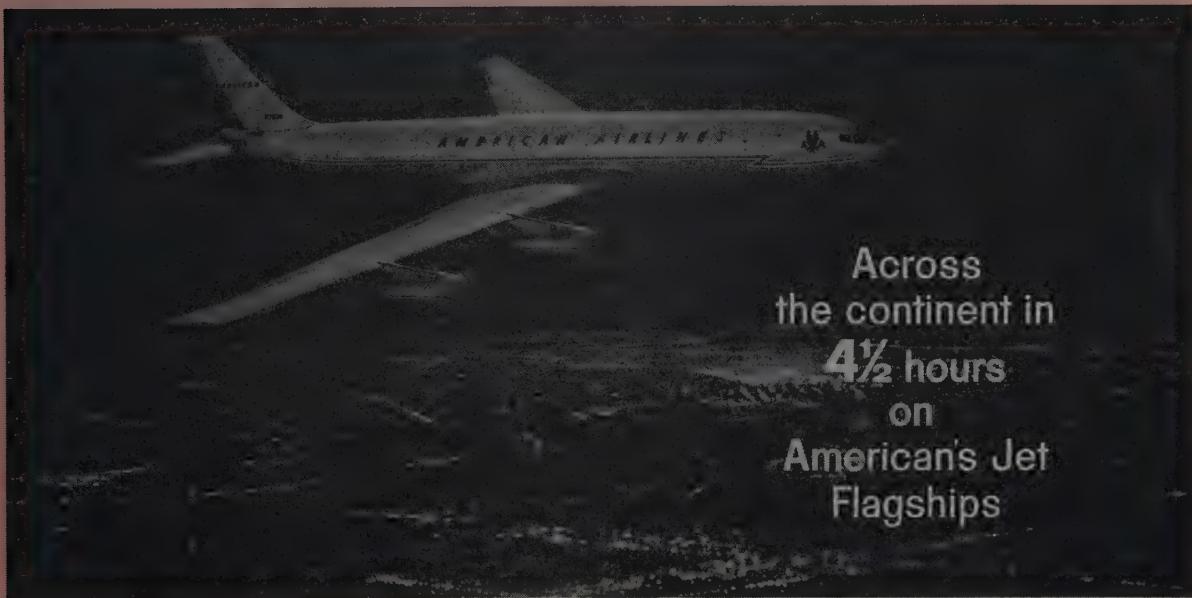
2 El Al Israel (via Doyle, Dane, Bernbach)



We deliberately designed it to be the world's most comfortable



3 Buick (via McCann-Erickson)



Across
the continent in
4½ hours
on
American's Jet
Flagships

**Starts next month
—the first jet service
across the U.S.A.**

A new and wonderful experience for travelers is just a few weeks away. You'll be able to board an American Airlines Jet Flagship for the newest, most wonderful travel experience of your life. You'll fly Los Angeles to New York in only 4½ hours. New York to Los Angeles in 5½, more than three hours faster than present flying times. Soon, Americans will extend jet service to Chicago, San Francisco, Dallas, Washington, Baltimore, Boston, Philadelphia and other major cities, creating more and more useful links for business and vacation travelers. Such speed is only part of the story, however.

Now, for the first time, getting there becomes a real pleasure. Your Jet Flagship will be a revelation in comfort beyond anything you have ever known. Your reclining seats in the spacious cabin give you more privacy. You can see more from any seat. Comfort is assured there is more window area. Legendary temperature and lighting and air conditioning are among many other new features you will enjoy. Deluxe Mercury and occasional Royal Coachman services will be offered in separate cabin sections on every flight.

A whole new world of flight. From a velvet smooth take-off, your Jet Flagship will lift you promptly to radar-guided altitudes at unusual cruising altitudes, far above or around the weather. Vibration is gone and engine noise is instantly reduced. Flying has never been so rapid before. At your destination, you will find other new conveniences, including American's luggage expediter system to speed up baggage delivery.

American Airlines wants you to be among the first to share the limitless opportunities of jet travel—the real pleasure of jet flight.

The Boeing 707 Jet Flagship is the most tested airplane ever to enter airline service.

The prototype of the 707 made its initial flight in July, 1954. It has been flown continuously ever since, undergoing four years of the most thorough testing ever given any commercial airplane.

AMERICAN AIRLINES
First with Jets across the U.S.A.

4 American Airlines (via Lennen & Newell)



"If I take the daytime plan I save fifty per cent with a special discount on Class D quarter hours . . . then I can pick up twenty vignettes a week in a new radio plan . . . spread the client a little in a new spot radio strip where I get him the fifth day free . . . then we go for the new combination rate across-the-board on fold-ins, fold-outs and accordians . . . add in the left-over from a new newspaper volume discount . . . also the new continuity discount on an in-and-out No. 50 showing . . . and we get 2,650,000 impressions more than last year with ten per cent less in budget . . ."

The



Woman's Viewpoint

by dorothy diamond

Write "thirty" to a newspaper tradition?

This columnist would like to suggest that we reexamine and perhaps abandon the tradition that the Saturday newspaper is painfully thin and the Sunday newspaper bursting with ads.

Although this allocation was fine in the era of the six-day work week, I believe that it no longer fits in with modern living and shopping habits.

Not only do we now have leisure time on Saturdays to read a larger paper (and I, for one, would enjoy it with my second cup of coffee), but Saturdays in the suburbs is also a big husband-wife shopping day. Whenever I go near the stores, I am impressed by the number of couples thronging into them and with the fact that the men wear cheerful rather than anguished expressions on their faces.

I believe advertisers would be smart to run a substantial amount of advertising on the very day it can be acted upon instead of shooting their bolt on Sundays when only a few large stores maintain switchboard service.

Also outmoded

Some other traditions which I think deserve to be broken are the assumptions that: cosmetic advertising has to be based upon false and exaggerated promises . . . black fabrics have to run when clothes are washed . . . buying Broadway theatre tickets at the box-office has to be an ordeal for the purchaser . . . women's dresses have to be sold in five or six different locations in big city stores,

which may lead to taking off one's clothes five or six times in different fitting rooms (I am pleased to note that Arnold Constable's in Manhattan has foresightedly departed from this custom) . . . suburban railroad stations must be of dingy and hopelessly outdated architecture . . . silver has to tarnish (couldn't a way be developed to pre-treat pieces at the factory?) . . . and supermarket fruits and vegetables have to be inferior to those sold in "service" grocery stores. (This is the complaint I hear most often about one-stop shopping in the supermarket and I wish operators would offer us different grades of produce just as they do of canned goods).

What price color?

Color has entered our lives in many wonderful ways in the last few years enlivening many products that once came only in unexciting blacks and whites.

But sometimes I wonder whether we pay too high a premium for being gay.

Today I'm thinking in particular about telephones.

Having long been intrigued by Bell Telephone advertising telling me how I can save steps with color, I recently succumbed to two colored telephones. "You'll be surprised at how little they cost," national advertising assured me. I was surprised — but not pleasantly so.

Whereas to get two new-model black telephones installed would have cost only \$2.50, to obtain instruments of gray and yellow I paid an extra charge of \$17.50 in addition to the \$2.50 installation fee. Granted that I didn't have to

succumb to the advertising, I still think the price imposed for getting colored instead of black plastic jackets is unreasonably high.

Speaking of telephones, I'm puzzled by another angle of the price structure. To obtain a copy of a metropolitan New York "Red Book", suburban subscribers have to pay \$1.25. Seems to me that the people who are constantly urging us to consult the "Where to buy it" guide would be happy to give it to suburban housewives instead of charging us for an advertising medium.

Ford names a name

Just as in political campaigns one candidate is apt to refer to another as "my worthy opponent," so in an advertising battle many a company abstains from giving publicity to a rival and talks about "another leading brand".

This sort of ambiguous approach to competition has been abandoned by Ford, which is trying something new, daring and imaginative in sales tactics.

Somehow or other the Ford cloak-and-dagger division got a list of Chevrolet owners and sent to them a three-page direct-mail letter signed by L. A. Iacocca, car marketing manager.

After introducing himself to "Dear Chevrolet Owner", Iacocca first set his sights on styling —

"You're probably aware of the contrast in the outside styling of the Fords and Chevrolets. Both are modern but in entirely opposite ways. Ford has chosen to use clean-cut classic lines. Chevrolet is quite radical." He then took up the matter of obsolescence, presenting an argument that has been used for

Rolls and Cadillac but seldom for the Big Three, with the claim that Ford's looks would stay in style longer and have higher resale value.

The rest of the letter is devoted to the inside of the car, with a prospective buyer urged to compare the two makes on five points — price, size, comfort, hidden factors (such as frame and oil filter) and the experience of an actual ride.

In my opinion this sort of hard facts approach would make even the most confirmed Chevrolet owners hesitate about repeating their purchase and would make a husband and wife at least curious enough to enter a Ford showroom.

Nice nellyism

Since modern advertising deals with many subjects which were not considered fit conversation for the living room in Victorian days, the problem of what to call what in the human body can be a delicate one for copywriters.

Many working on a feminine foundation garment account have side-stepped the issue by referring to "your figure".

Not so Warner's, which has taken a different tack. Although I have long admired a good deal of its chatty copy, I find an ad for its Tru-Lift girdles distressingly coy. A subhead states: "First girdle that acts the way tummy muscles should, but don't." As if this euphemism weren't bad enough the first time, copy goes on to talk about "that unwanted bulge across your (dare we say it?) tummy".

Yes, Warner's, you can dare — but we think you sound rather foolish.

GE tries to lessen hostilities

Like the war between the landlord and the tenants, the war between appliance servicemen and housewives is one of the perennial conflicts of our times.

Having heard anecdotes ad nauseam about \$7 house calls of minimum duration and minimum accomplishment, I'm pleased to learn that General Electric is doing something constructive about the whole situation. It has issued to its distributors and service de-

partments a special set of "Telephone Trouble Guides" which will enable many common ailments to be diagnosed and treated over the phone.

Not only should this put a great deal of disabled equipment back into operation instantaneously, but I cherish the fond hope that, if unessential calls are eliminated, servicemen will get to the essential ones faster.

While we're on the subject of GE, its new Swing-Out refrigerator shelves look mighty good to me. I wish that someone would adapt this form of equipment to closets to enable us to reach those hard-to-get items at the back more easily.

News?

During the recent strike of New York City newspapers "Omnibus" halted to give us a "local bulletin". We thought that something momentous had occurred, but it turned out to be only a commercial for the Dreyfus Fund. Poor semantics, in my opinion.

Smart strategy

Juliette Marglen offering a jelly nail polish remover packed in a tube a sports shop advertising via radio that it opens at 4 a.m. on weekends and dispenses free coffee to hunters during the season Pippin Papers (Manhattan) making up matchbooks out of its wallpapers which serve both as an advertising medium and sales item to customers. I like the idea of "matching matchbooks" Frigidaire's removable oven which can be taken out for cleaning Lord & Taylor's (Manhattan) putting the pertinent facts about a stocking purchase on a postcard and giving it to the customer to facilitate a reorder Kellogg's entry into the convenience food field with Corn Flake Crumbs the New York Central's "News Digest" issued to commuters during the newspaper strike by starchy-looking *p.r.* men (if there should be another time, how about including some woman's angle news?) and an upstate New York department store opening a special "Grandparents' Shop".

I'd also like to commend a few

examples of words at work which caught my attention and fancy Schrafft's "Out to Munch" Sanforized's "Wash and Wear or Wash and Beware?" Victor Borge's "Smorgas-Borge" Boeing's "Hardly Time to Start a Sweater" and "Nobody Speaks Swiss, Wendy — not even Berlitz"

One woman would like to see:

- Manufacturers of clothing fabrics develop a scale for showing whether materials will wrinkle and then develop some sort of commendatory seal for those that are most immune and will stand up best under wear. (I think this could be just as effective as the "Sanforized" label).

- Dinner-sized paper napkins as attractively styled as the cocktail and luncheon sizes.

- Deodorant manufacturers go easier on the perfume. (Several women have complained to me that the perfume in these products clashes with the regular perfume they wear).

- Formica tops for kitchen tables available in whatever pattern and color the customer wants to order.

- A way found to offer a gift certificate for taxis. A young career woman who has just come to New York told me that this is the present she would most appreciate and I agree it's an excellent idea.

- Manufacturers of vinyl tile, carpeting, etc. supply with every order a swatch of the material tagged with explicit directions for cleaning and maintaining it. (Strange that we get wonderful instructions with something like a Nylon slip but have to depend on the salesman's not always authoritative advice when it comes to a much more extensive and permanent purchase).

- The bathroom equipment people give us a new luxury — a thermostat which will enable us to dial exactly what temperature of water we want in the tub.

- Greeting card manufacturers find a glue that will make sequins stick to Christmas cards instead of scattering all over the recipient's floors.

Only this Seal has a Guaranty



"You say you like my product?"



"You say you'll **guarantee** my product?"

Quite a difference.

Between liking someone, and being willing to endorse his note. Between liking a product, and being willing to guarantee it.

In our acre of laboratories more than 100 chemists, engineers, technicians and other experts constantly investigate the products we advertise. We satisfy ourselves that a product or service is good before we recommend it to the millions of women who have faith in our pledged word.

That philosophy of trust has existed at Good Housekeeping since our first issue in May, 1885. And that is why **40,930,000*** women are influenced in their purchases by our Guaranty Seal. They have *confidence* in us.

That confidence can make quite a difference in your sales record.

*CROSSLEY S-D SURVEYS, INC.

Good Housekeeping

A HEARST MAGAZINE

CREATES A CLIMATE OF CONFIDENCE FOR YOUR ADVERTISING

A preview of the

MOST EXCITING MAGAZINE OF

Too soon to forecast the news of 1959? Not at all.

It is true, of course, that hour by hour, day by day, week after week, fascinating, unpredictable events will take place that no one can prophesy. But behind and above them, the grand themes of the news of our time will be played out in the triumphs and disasters of men and women, in their cruelties and compassion, in their achievements of mind and body and spirit.

Among a host of other things, **TIME** will surely report in 1959 (as only **TIME** can report) . . .

On the long, grueling search to stop cancer by dedicated captains of group attack like Director C. P. Rhoads of Sloan-Kettering, or individual sisters of mercy like Doctors Bernice Eddy and Sarah Stewart . . .

On the increasingly heated news of politics and politicians—as the new Democratic hopeful, Senator Hubert Humphrey, underplays or overplays his hand—as Nelson Rockefeller shows the color of his Republicanism—as Nixon and Kennedy and Stevenson jockey for position—and all of us head into the decisive Presidential election of 1960 . . .

On the new France, under mystic, baffling Charles de Gaulle, as it faces the new problems of the Common Market in Europe and all the old problems of its colonies and currency, its alliances and obligations, its self-indulgences and fanatic disciplines . . .

TIME has just had the biggest

TIME

THE WEEKLY NEWSMAGAZINE



1950

On the surge into outer space, powered by specialists like Chief Rocket Engineer Ritchey of Thiokol, counseled by scientists like the great cosmic ray expert, James Van Allen—and reproduced on the ground in all its weird body-and-mind-wrecking vagaries by doctors like Hubertus Strughold, whose job for the Air Force is called simply, “Head of Department of Space Medicine.”

On the sweep of nationalism across Africa and the fate-to-be of men like suave, Nkrumah of Ghana or the tough, eloquent President of Guinea, Sékou Touré—and hundreds of black and tan tyrants, messiahs and primitive chieftains who will lead their peoples toward cataclysm or prosperity.

On the giant, new ant-state of China, as it squirms while the world watches in horror and wonders where the truth lies between the Reds’ nightingale propaganda, (“the peoples’ communes are paradises”) and the reports of failure, starvation, resentment and discord in China’s highest places . . .

On the opportunity-studded expansion of the American economy and the different forecasts and planning of our economic leaders—from the long-range, decentralization programs of Ralph Cordiner of G.E. to the statements of men like Economist Gabriel Hauge: “The recent shift from manufacturing to services is comparable to the 19th century shift from agriculture to manufacturing.”

THESE ARE THE GREAT STORIES

of our time. No means of communication can bring its readers, listeners or viewers more exciting, more personally interesting material than this.

And no magazine can promise that the material will be more clearly, more graphically told than in TIME, The Weekly Newsmagazine.

In 1959, more families are reading TIME than ever before.

In 1959, TIME offers a greater advertising opportunity than ever before.

For inevitably, TIME will be THE MOST EXCITING MAGAZINE OF THE YEAR.

January in its advertising history



Prosperity by paradox

To the classical economists it was self-evident that two men with hoes produced twice as much as one man with a hoe; that two farms should double the output of one.

But these earlier economists reckoned without better farmer brains, improved strains of plants and breeds of livestock, better animal housing, easier handling of feed, fertilizer, power machinery, more effective planting and storage—all of which contribute to the present paradox of farm prosperity—fewer farms with greater productivity.

Between 1940 and 1958, farms declined in number from 6 million to 4.8 million, a 1.2 million deficit. Farm population dropped from 30.5 million to 20.8 million, a loss of 9.7 million people.

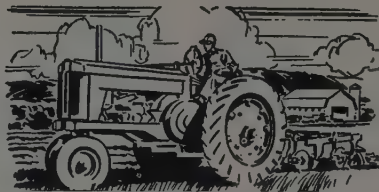
But in the same period *farm output* per man hour doubled! Feed grain production



per man hour increased 232%, hay and forage 111%, poultry 78%, milk cows 58%, meat animals 13%. Average acreage rose from 174 in 1940 to 242 in 1954. Average investment per farm worker has risen from \$3,431 to \$16,813! And every farm worker now supports 23.6 people—compared with 10.7 in 1940!

With fewer farms and increased production, the country's good farmers are doing better business. And an estimated 19% increase in realized net farm income over 1957 indicates that **SUCCESSFUL FARMING** families represent a superlative market now.

SUCCESSFUL FARMING is a methods manual and business guide for the large



producers of feed crops and livestock. The SF farm average is more than 300 acres, above average investment in land, with eleven permanent buildings, more than one tractor, and a heavy inventory of farm machinery. The estimated average farm cash income of the SF farm family in 1957 was \$10,870, will be higher this year.

These prosperous farm families have been stepping up their living standards since 1946, and spending money on their

homes. They are prime prospects for new furniture and furnishings, appliances, cars, luxuries, travel, insurance and investment. And because **SUCCESSFUL FARMING** for fifty-six years has helped them earn more and live better, no general medium approaches SF in real influence in its market, in extra responsiveness that swells returns from advertising.

For better business go where business is better.

Any SF office will give you the details.



Meredith of Des Moines... America's biggest publisher of ideas for today's living and tomorrow's plans.



Sharpest rise in 15 years!

The USDA estimated that farmers' realized net income for 1958 was around \$13 billion
1/5 more than in 1957

—and the sharpest increase since 1943.

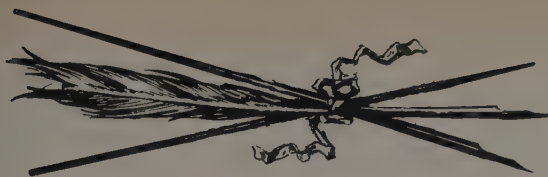
The farm boom is booming buying by **Successful Farming** farmers,

the nation's best, with the best land and highest investment... makes them exceptional prospects for all quality merchandise in 1959!

Estimated annual average cash farm income of SF farm families exceeds \$10,000—and no medium matches SF's influence in its market.

For better sales, call any SF office!

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, St. Louis, Cleveland, Detroit, Philadelphia, San Francisco, Los Angeles, Minneapolis.



What your handwriting reveals

While hardly as clinical as the Rorschach inkblot test or as glamorous as phrenology and tea leaves, handwriting analysis is used today by a number of companies as one way of sizing up the character and personality of prospective and present employees.

Less in the interest of science than in fun, *TIDE* had the handwriting of 200 prominent advertising executives analyzed by Dorothy Sara, past president of the American Graphological Society. A personnel consultant, she is author of a book, "Handwriting Analysis," and several articles in publications such as *GLAMOUR*, *PLAYBOY* and *VOGUE*. She is, incidentally, also an authority on doodles.

Miss Sara's individual analyses of the 200 handwriting specimens confirmed what *TIDE* suspected all along:

contrary to current mythology, the average adman has only one head. Further, as a group, ad executives are a refreshingly diverse lot.

There are, as in any industry, the tense and the relaxed, the imaginative and the stuffed shirts, the ruthless and the benevolent, the witty and the dour. But, cautions Miss Sara, none of them is an adman *because* he possesses certain specific traits; you would find the same general characteristics among a group of lawyers or bricklayers.

Here are ten characteristics, each with the handwriting samples of four men who just happen to be admen and who, according to the analyses, have a definite tendency toward the particular trait. How does your handwriting compare?

Imaginative

Most of the admen whose handwritings indicate they are imaginative get their best ideas through pure hunch. In general, they are creative, clever, impulsive, emotional, unmethodical, unpredictable, inconsistent and moody. They are somewhat impatient and tend to get bored easily with routine detail. Of one imaginative adman, Miss Sara says: "He is really quite smart, and often has flashes of brilliance in his ideas. Too bad he can't harness them all."

The burden of any response

GLASS COMPANY ADMANAGER

— new upper limbs

PHARMACEUTICAL COMPANY ADMANAGER

year — new ones do so

STEEL COMPANY AD DIRECTOR

no drawbacks whatsoever

AGENCY VICE-PRESIDENT

Meticulous

The meticulous admen among the 200 are also the perfectionists. They dote on detail, are methodical and tend to have very high standards for judging themselves and others. Their preoccupation with perfection doesn't do their nerves any good, for many are much too tense. They can be their own worst enemy. As Miss Sara says of one: "He sometimes places so much emphasis on detail that it may keep him from going ahead to something of bigger stature and more importance."

Take vacation soon please

ALUMINUM COMPANY AD DIRECTOR

Under the one obviously epith

AGENCY VICE-PRESIDENT

They're not so bright as they're

AGENCY RESEARCH DIRECTOR

I would assume he would have

OIL COMPANY AD DIRECTOR

Independent

The advertising executives who emerge as independent rebels against the "togetherness" concept of group or team identification and demand personal recognition as individuals. They tend to resent direction and authority, want to work out their own ideas in their own way. They are usually creative, colorful, dynamic and difficult to fathom. Miss Sara finds a few are "arch non-conformists." Of one, she observes: "There is always a conflict between his mind and his emotions."

will lighten and sh

AGENCY MARKETING DIRECTOR

Should not have included the Ca

CONTAINER COMPANY ADMANAGER

pressure and inability to

LIQUOR COMPANY AD VICE-PRESIDENT

Competitions from toll-TV

OPTICAL COMPANY ADMANAGER

Cautious

According to the analyses, caution is inclined to go hand in hand with a logical mind, conformity and an affection for details. The cautious admen in the group lean to perfectionism, are seldom caught off guard. While they admirably give decisions careful thought, the decisions are often slow in coming. Sometimes, caution serves as a handy retreat. In the case of one adman: "He never gives a definite answer. He 'sways with the wind' and thus never makes any enemies."

who but beyond their needs

COSMETICS COMPANY ADMANAGER

becomes a habit and tends

TELEVISION COMPANY ADMANAGER

would consider these things first

AGENCY VICE-PRESIDENT

Depends on what kind of expense.

CHEMICAL COMPANY ADMANAGER

Analytical

As the "thinking men" of the group, most of the analytical admen are logical, literal and rather tenacious. Yet many show signs of a fiery imagination and, in general, the men with the analytical minds have well-balanced personalities. Though they tend to mull the facts, few are rigid in their outlook. About one typical cogitative executive, Miss Sara says: "Even if he doesn't necessarily agree with a new idea, he likes to know everything about it because it stimulates his own thoughts."

Based on it happening

DAIRY COMPANY ADMANAGER

provide creative stimuli unavailable

PAPER COMPANY ADMANAGER

I like it because its exciting, financial

AGENCY MERCHANDISING VICE-PRESIDENT

Believe selling is one of

LIQUOR COMPANY ADMANAGER

Ambitious

Ambitious both professionally and materially, these admen are the diplomats and often the charmers. Proficient at their jobs, they work hard at self improvement, tend to be critical and select their friends with calculated care. Not surprisingly, many are impatient. As Miss Sara describes one typical ambitious adman: "He wants to get to his goal in one big step. He has to practice much discipline to stick to details and wait for the right time to proceed."

may see in more att

OIL COMPANY ADMANAGER

to make things than it is

AGENCY VICE-PRESIDENT

listening to radio or vol

AGENCY BOARD CHAIRMAN

to measure performance —

FOOD COMPANY AD DIRECTOR

Tense

A substantial number of admen show up as tense. Many of these, however, are also the most brilliant and creative of the group. Although Miss Sara ventures that most tense executives would accomplish more if they'd learn to relax, she concedes that some actually do work best under pressure and tension. Of one keyed up adman she says: "If he had only one thing to do at a time, and plenty of time to do it, he would get bored and not get anything done."

Because they are journeyman as
AGENCY VICE-PRESIDENT

business and one that demands
LIQUOR COMPANY AD DIRECTOR

Future place in
PEN COMPANY ADMANAGER

quality, supported with intellect
FOOD COMPANY ADMANAGER

Witty

It seems that wit runs rampant among the 200 admen. In the analyses, more of them are credited with a sense of humor than with any other single characteristic. Generally, the wits of the group are creative and perceptive. Some, though, have a tendency to be intolerant of those not quite so scintillating. Says Miss Sara of one "keen" witted adman: "He has no use for sluggish people. He likes to work with those who are alive in mind and action."

Successful in work
AGENCY VICE-PRESIDENT

Towards ad. in some companies
APPAREL COMPANY ADMANAGER

Keep on advertising as he
ELECTRIC COMPANY ADVERTISING SUPERVISOR

for by natural ability, interest
APPLIANCE COMPANY MERCHANDISING MANAGER

Critical

Their extremely high standards prevent these admen from taking anything for granted, especially themselves. In fact, Miss Sara finds, many critical admen take themselves far too seriously. They are perfectionists, and their analytical minds constantly demand validation, for they are generally skeptics. The analysis of one such critic: "He needs to be thoroughly convinced ideas are good—even if they are his own—before he will agree with them."

concentration and absence of
BOOK COMPANY AD DIRECTOR

Private brands are not an
CHEMICAL COMPANY ADMANAGER

chiefly by clients, and
AGENCY VICE-PRESIDENT

to national brands can be
ELECTRIC COMPANY ADMANAGER

Relaxed

With almost everyone and everything, including some of Miss Sara's analyses, pointing to the adman's frazzled nerves, it's reassuring to find many among TIDE's 200 who are easy going devil-may-cares. And she finds very little evidence of laziness or inefficiency among the relaxed executives. Their secret is good organization and ability to delegate work. Says she of one: "He works hard if necessary, but likes to play too and won't work 24 hours a day."

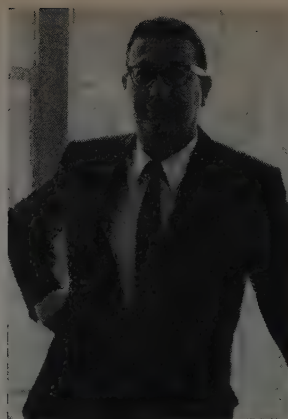
The news area is still a
COSMETICS COMPANY AD VICE-PRESIDENT

most when men are moving
AGENCY VICE-PRESIDENT

prestige - dissatisfaction
FOOD COMPANY ADMANAGER

have to be a serious P.R.
AUTO COMPANY PROMOTION COORDINATOR

one



adman's

by lester leber

Ad of the month

Because it was obviously a conversation piece and because it did succeed in getting looked at and talked about, Revlon's introduction of its men's cologne merits special honors (see cut).

There has probably never been a toiletries ad in which the advertiser's name and product were so subordinated. Only when you read the small type at the very bottom do you learn that "That Man" is the name of a cologne made by Revlon.

Several factors make this approach as right as it is remarkable. First, there's the strong identifica-

tion of Revlon with women's cosmetics, making it mandatory that its male line be presented as anti-thetically as possible. Second, there's the absence of genuine product distinctions in *any* cologne so that the emphasis should properly be placed on effect rather than on ingredients. Third, there's the competitive background . . . no other men's toiletry has ever really dared to be different.

With its highly dramatic photograph, insidiously invidious copy, omission of product illustrations, and minimal mention of brand name, Revlon created an ad that epitomizes what copy claims for the product's user: "You may love, admire, resent or imitate him . . . but no one can be indifferent to him."

You may admire or resent this ad but you're not likely to be indifferent to it.

Tums, gum, fun

Looking back at Christmas 1958 and comparing it with previous Decembers, it seems that there were fewer advertisers who tried to get on the gift bandwagon without belonging there.

For example, Tums did not picture its product with a ribbon around it. In past years, this department commented on how inappropriate it was to suggest an indigestion-heartburn-gas remedy as a gift. So it was a sign of progress that Tums confined its Yuletide appeal to "when food or festivity upsets your stomach."

Among the die-hards was Wrigley's which stated "It's easy and fun to remember everyone with Spearmint Chewing Gum." It may

be easy and even "funny" but it's not likely to be wildly appreciated.

December gift-giving is a great big act . . . but not everybody can or should get into it.

PR at its best

Anybody who doubts the value of a good speech should ask MCCALL's for a copy of the talk given by its president, Arthur B. Langlie, to the Society of Security Analysts. What he told about the whole MCCALL operation and the way he answered the questions fired at him after his remarks showed know-how and knowledge. Once in a while it pays to stand up and say your piece . . . and then send a transcript to those you really wish had been there.

Ad-epigram

Admen who create new campaigns may find it useful to quote French playwright, Jean Cocteau: "Art produces ugly things which frequently become beautiful with time. Fashion, on the other hand, produces beautiful things which always become ugly with time." Substitute "unusual" for the first "ugly" and "unnoticed" for the second "ugly" and you have the adman's dilemma in capsule.

Honest talk and buncombe

In Roanoke, Virginia, there's a bank that appeals to parents by asking them, "How about your boy?" The question is put after the story of an actual youth is told (see cut).

In two newspapers and over



THAT MAN

He has the will and wherewithal to do as he pleases. Many envy him for living as they might like to live. When he talks, men unconsciously hunch forward to listen. When he looks at a woman, she feels all woman. You may love, admire, resent or imitate him...but no one can be indifferent to him. He is That Man...are you?

That Man . . . admiration or resentment but not indifference.

opinion

three radio stations, Mountain Trust Bank has developed the theme, "A boy has two jobs . . . one is being a boy . . . the other is growing up to be a man." How eleven different teen-agers work and play has already been related.

Here is a campaign that rings true. It makes no pious statements about the sanctity of parenthood and moves smoothly into the "commercial" by merely mentioning the name of the branch in which the subject keeps his saving account.

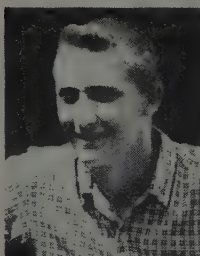
Contrast this with the sticky sentimentality of a shoe manufacturer who says to parents "Your love is many things. A tender look. A promise. A game of blindman's buff. A kiss. A wish. A parent's care . . . even to the choice of fine shoes fitted by the people who know how."

From a kiss and a wish to shoe-fitting is an unbridgeable gap. The same is true of America's Independent Electric Light and Power Companies when they ask "Will you leave these freedoms to your children?" There the jump is made from the Holy Bible and the U. S. Constitution to the electric light and power business.

White Owl shows a pudgy little hand with one of its cigar bands on a finger and says, "The Cigar That Daddy Smokes." To borrow one of the tobaccomen's favorite words, this approach is *mildly* offensive.

And what about all the fathers, uncles, aunts and doting grandparents who are slighted by the carriage-maker who states "Except for Mother . . . nobody loves baby better than Thayer"?

"A boy has two jobs . . . one is being a boy . . . the other is growing up to be a man"



A lot of work, patience and skill went into the rebuilding of Kenneth's '31 Ford

KENNETH E. FORE lives with his family at 1020 Persinger Road, S.-W. A 17-year-old senior at Jefferson High, Kenneth started seriously to save when he was 12 with money earned from paper route. He helps to cultivate 1.75 acre garden farm and his leisure hours are spent rebuilding antique cars. Kenneth plans to go to Bowdoin College and wants to study for the ministry. He saves regularly at the Neon Office of Mountain Trust Bank.



A machine power and a man's job

How about your boy ?

Mountain Trust Bank

"An ad has two jobs . . . being noticed and believed"

These efforts for shoes, electricity, cigars and baby carriages are reminiscent of "Fourth of July oratory" which doesn't work any more, even at free-beer picnics.

Much ado about literally nothing

The whole ridiculous hassle into which the cigarette companies have worked themselves is put in sharp focus by Parliament. This brand "does not feed back trapped tar and nicotine because the filter is recessed $\frac{1}{4}$ inch." The product distinction is described in 88-point type as "The most important $\frac{1}{4}$ inch in smoking today."

Thus tobacco's most significant contemporary factor, according to one of the leading manufacturers, is $\frac{1}{4}$ inch of nothing.

Smart Stuff

• Bob Sarnoff puts the story for network radio in these realistic, statesmanlike terms: "It has been

rich and it has been poor. It likes being rich much better, but it probably never will be again. It can, however, look forward to a useful and reasonably prosperous future if all those who have faith will hold to it."

• Kraft removes its Caramels from the self-indulging category of candy to a more "wholesome" bracket by stating that they are "good, like all Kraft foods."

• Chase Manhattan has finally found a way to make its long list of branches useful to the individual depositor. You can make a deposit in your checking account at any of the 100 offices. (But why is it that almost everything a big bank does gives the bank the edge? Nothing is yet said about withdrawals.)

• Necchi takes a leaf from one of advertising's classic successes (Plymouth's "Look at all three"), with, "Before you buy a new sewing machine look into *both* big brands."

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Waterway Woes

The Pollution Problem Grows, Bringing Public Cleanliness Differentials

Industry's Spending On Waste Control But Some Towns Reject New Plants

Top Pollution Spot: The South

By JAMES H. HANLEY
Special Staff Writer, The Wall Street Journal

DEMOPOLIS, Ala.—When Gulf States Paper Corp. opened its big new \$25 million pulp mill on the banks of the Tombigbee River a little more than a year ago, the people of western Alabama couldn't say enough nice things about the new plant.

For the first time in the history of the significance of the plant, the Gulf States would mean the difference between a clean and a dirty town.

Today this is a fact of life. The Gulf States, not long ago, a value stock at the mill. Within four hours a million dollars' worth of Gulf States' lignite was dumped unchecked into the Tombigbee. For 13 miles downstream, fish, game, birds, and mammals were killed or maimed almost instantly. In all, more than 200,000 pounds of fish perished.

A Costly Blow

Old States' president, youthful-looking, dark-haired Jack Warner, winces as he recalls the incident. "People get pretty emotional when fish are killed," he says. "But when you find out the fish are being killed because of the mill, it's a different story. It's a different story."

State water officials moved in immediately and closed down the plant for a week-long \$25,000 in lost production. Then the state wouldn't let the mill reopen until it promised to install new precautionary equipment—another \$100,000. These extra expenses come on top of \$200,000 the company spent originally on waste control equipment, usually up to the accident had cut down flow to 40% of normal for a mill of this size.

The Tombigbee incident points up growing pollution problems along the nation's waterways—and the mounting public clamor for stiffer anti-pollution laws. Fearful communities, in some cases, are beginning to consider prospective new factories because of the amount of wastes they discharge. Private companies, in turn, are installing millions of dollars of waste-control equipment in an effort to ward off public criticism.

"Our people want to clip the coupons of industrialization during the week-end, when they go fishing or boating on Saturday or Sunday, they want their rivers clean," says William Weir of Georgia's Department of Public Health.

A Billion Dollar Loss

These two desires aren't always compatible. Gordon McCallum, chief of the Federal Pollution Control division of the U.S. Public Health Service, estimates: "Pollution is costing us at least a billion dollars a year. The treated industrial wastes now pouring daily into streams are equal to the sewage produced by 110 million people, double the 1950 rate. And although many municipal sewage systems have installed elaborate waste-treatment equipment, such equipment has not kept pace with pollution growth. Those systems which still do not treat wastes now serve areas with a total population of 50 million, an increase of 37% over the 1920 total."

It's not just a question of fish welfare, either. "Along many rivers in Tennessee it is impossible for industries to locate because of the amount of pollution entering these streams," says Harold V. Miller, executive director of the Tennessee State Planning Commission. He tells of a chemical plant and a chemical company which turned down six eastern Tennessee sites because of the cost of the fresh, pure water needed in their operations.

Few areas of the country are completely free of the problem. Regional conferences in the last two years have been called concerning pollution in the Big Blue River in Nebraska and Kansas. The Potomac at Washington, D.C.; the lower Columbia at Portland, Ore., and the Bear River in Idaho and Utah. The Missouri is plagued with pollution at St. Joseph, Mo., at Omaha, Nebraska and Council Bluffs and Sioux City in Iowa.

These regional meetings were held under the rules of the Federal Water Pollution Control Act passed in 1956, which gives the U.S. Department of Health, Education and Welfare the authority to force waste-control action if voluntary efforts fail.

Trouble at Corney Creek

Trouble might be termed "the trouble at Corney Creek" has given the department its worst moments so far. The stream, running from Arkansas into the Mississippi, is a dump for oil well wastes. Corney Creek, in turn, carries impurities into the much larger Arkansas River, which is a source of drinking water for fairly sizable Louisiana towns. It took the threat of Federal prosecution to get some of the well operators to clean up their operations, and even today, mayors of some of the Quicquia River cities aren't entirely satisfied with the results.

Concern about pollution has been growing faster in the South than in other parts of the U.S. For one thing, the region's rapid growth in the last 10 years has outpaced the rest of the nation. Also, one of its key industries—paper production—is subject to more than its share of waste-control problems.

Most of the early paper mills in the South located near the seacoast so pollutants could be dumped into large bodies of water. Now, new mills have to go inland and their pollution problems are much greater. One example is an official of St. Regis Paper Co. Moreover, Southern paper industry has nearly doubled in the last five years.

Other industries which have been accused of polluting the streams of the South are the phosphate mines and citrus processing plants of Florida, the chicken processing plants in North

What's News

Business and Finance

Industrial Output

INDUSTRIAL OUTPUT rose further in December. But personal income declined slightly from the record November rate. Industrial production went up one point to 142.7, the 1947-49 average, the Federal Reserve Board reported. This puts it only 16 points below the record of 158.7 in April 1947, the highest since the war.

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Planting Starts

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Fewer Business Loans

Commercial Banks

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Washington Wire

A Special Weekly Report From The Wall Street Journal's Capital Bureau

House Panel Asks Kennedy to Make 'Policy' Decision

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Retailers & '59

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Advertising To Industry

by scotty sawyer

This research I approve

For the first time (to the best of my knowledge) a business publication has availed itself of the opportunity — and, I say, accepted the obligation — to have its research okayed by The Advertising Research Foundation.

Over many years I have urged research-happy publishers to seek ARF approval of methodology and of analysis of findings. My interest was dual: first, I would seriously entertain in my office only such research as had been so conducted and reported upon, and, second, I would expect that the meticulousness with which the ARF Technical Committee operates would discourage some publishers from doing any research at all, which would relieve my desk of its normal accumulation of the shoddy and stupid research reports.

That one publisher has gone to the trouble of getting the ARF into the act is gratifying indeed. I accept this research without question, because the ARF experts are a lot sharper than I am; I am greatly impressed by the findings.

THE IRON AGE, in recent years, has produced, under the direction of Oliver Johnson, research of a high order. Its census of the metalworking industry is a mammoth achievement. Its listing of 26,675 metalworking plants employing 20 or more production workers and accounting for 94% of metalworking's productive employment — company name, city, state, employment size and 4-digit SIC classification — is equally monumental. (This list is

available in a master file and also on IBM cards.)

NOW THE IRON AGE, under the direction of new Chilton research director Jack Kofron, has come up with its Metalworking Buying Decision Study. I beseech all publishers and all whose who, like myself, are called upon to make marketing and advertising decisions, to pay heed—for the good of their souls—to what follows.

THE IRON AGE determined to find out how the metalworking industry buys and—incidentally but perhaps primarily — what its publication reading habits are. And it took extreme precautions to make sure that its research would be sound and the findings thereof impregnable and easily projected.

The first job was to select people whose behavior would be representative of the whole metalworking population. For this purpose, THE IRON AGE Master List of Plants for Metalworking was used. (This is not the same as using a magazine circulation list; it must be accepted as fact that THE IRON AGE census is as complete and accurate a count and its Master List as reliable as only an organization with Chilton's resources could manage.)

Thus, the universe is the Master List of nearly 27,000 plants known to qualify. Names of plants to be called upon were selected in a three-stage sampling procedure.

As you know—or should know—a true random sampling means that any one of the nearly 27,000 plants must have as much chance of being selected as any of the others.

So a random selection was first

made from 25 industrial areas out of the 148 such areas in the country. Next, a random selection was made from all the plants within each of those areas, giving due consideration to the various two-digit SIC classifications and to variations in plant size.

And finally a random selection was made from lists of all "purchase power" executives within sample plants, chosen by application of random numbers tables in order to give all eligible individuals equal chance of being interviewed. The names of those who have a voice in purchasing decisions were furnished by a responsible executive in each plant.

In all interviews, effort was made to determine what part the respondent played in decisions affecting a number of product classifications. In certain cases (selected by chance), interrogation continued into the area of magazine reading.

To protect against non-statistical variables, interrogators were instructed to see *only* those persons that arithmetical chance had picked out of the group and to make a total of five calls on a plant before giving up on the assignment.

In cases of failure, headquarters of the research organization conducting the study (National Analysts) went to work. If still unsuccessful, another plant, drawn from an auxiliary list also randomly chosen, was substituted, but it had to be within the same SIC group and geographical area.

When individuals refused to cooperate, follow-up was made by

special delivery letter and telephone call.

Plant completion, in this case, proved to be 80%, interview completion rate 76%.

Personal interviews were conducted with 2,211 metalworking executives in 596 plants. Here are a few of the findings (which possibly would apply to almost any industry):

Purchasing is a major activity of executives: 83% of all executives down to and including supervisors and foremen take some part in the purchase of products used.

Because the efficiency with which purchasing is performed has a direct bearing on the cost and quality of a product, the output of it, and even the sales, it receives major consideration at almost every level in administration, production, engineering as well as purchasing.

Analysis of the purchase-decision data confirms the accepted picture of industrial buying practices from both *title* and *functional* standpoints. Management officials have the dominant role in determining and approving expenditures and in the final review and authorization of purchases. Production and engineering people are most influential in determining type and make of product and product specifications. Purchasing executives have the most to do with evaluating and selecting suppliers.

Perhaps the most significant finding of this study is the fact that the average metalworking executive performs two functions in purchasing, as is illustrated by the following example. A purchase-decision executive may be a vice-president and also in charge of engineering; such a man will participate in purchase decisions both as a corporation official and as a department head . . . and both for products for use throughout the company and those for use within his department.

The extent of overlap in executive functions is seen in the fact that while only 32% of the purchase-decision executives have *operating* management as their *primary* function, 52% have it as *one* of their functions.

Analysis of the distribution of purchase-decision executives shows the effect of plant size on purchase-decision roles. For example, on a title basis company officials and production managers make up about 60% of the purchase-decision teams in plants of all sizes. But the importance of company officials decreases from 44% of the team in plants with 20-99 plant workers to 14% in plants with 500 or more workers.

Conversely, plant and production managers who account for only 22% of the team in plants with 20-99 plant workers increase to 42% of the team in plants of over 500 workers.

Similar increases are noted when these executive groups are analyzed on the basis of *function*. This indicates that as plant size increases there is a logical shift in purchasing responsibility and authority from top management to operating management.

But such findings—and those in respect to magazine preferences—are for THE IRON AGE reps to disseminate. My purpose is primarily to applaud the effort and urge others to do as well or not at all.

To top it off, the IRON AGE has done a masterful job of documentation—in fact, too good for practical purposes because few individuals would have need for the complete package which breaks down the information not only by product groups but in many other directions, too.

However, that's the tricky thing about research—you've got to cover all the bases or (to mess up a figure of speech) you may get caught stealing.

How much, please?

Now that the Monroney Bill has passed Congress, requiring auto manufacturers to put price tags on their cars, more manufacturers of industrial goods may be inspired to include price in their ads.

I have been pleased recently to learn that I can obtain a four digital voltmeter from Non-Linear Systems, Inc. for \$985 and that Friez Instrument Division of Bendix will let me have a battery-powered portable psychrometer for \$68.50.

It just so happens I have no present need for either one, but if I did—and some people do—I'd be happy to know how much money they're talking about.

I have a suspicion, though, that the absence of price from almost all industrial advertising is due, in many cases, to a reluctance to be "commercial". Industrial firms have a curious attitude toward advertising: it must represent the company in the most lofty manner, and price is undignified.

It needn't be. Price is something that has to be considered sooner or later, and it might as well be brought up sooner as later.

Publishing the price would shorten the period of negotiation, would win the gratitude of interested parties, and would in many cases either save wasted sales time or make the product eligible for purchase where it might have been thought too dear to think about.

Any purchase is a decision based on value to be enjoyed, measured against cost of acquisition. Advertising ought, where it can, to give the market all the information it needs in order to arrive at that decision.

Fair warning

The publication which, in behalf of a client of mine, sent out *on its own letterhead* a questionnaire asking:

1. During the past year, have you purchased a Such-and-Such so-and-so?
2. If not, do you have any plans to do so in the near future?
3. Has your company purchased so-and-sos within the past year?
4. For what applications are you using — or planning to use — so-and-sos?
5. In what magazines would you be most likely to read advertisements about so-and-sos?

had better not show the answers to Question 5 to me!

Up until this happened, I had thought that media research had reached a level of sophistication somewhat above asking such a question on a publication's own letterhead.



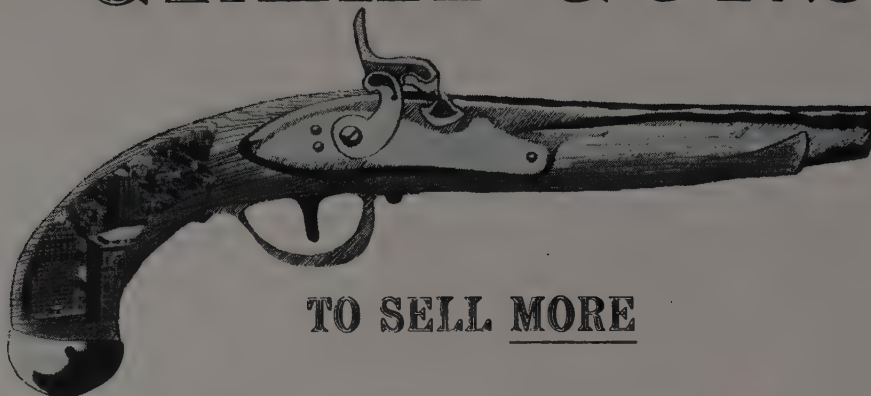
Tide's rising...fast

In 1958, TIDE enlarged its editorial content, added 38 new advertisers (24 of them media accounts) and scored the greatest circulation gains among advertising executives in its entire 32-year history.

Tide

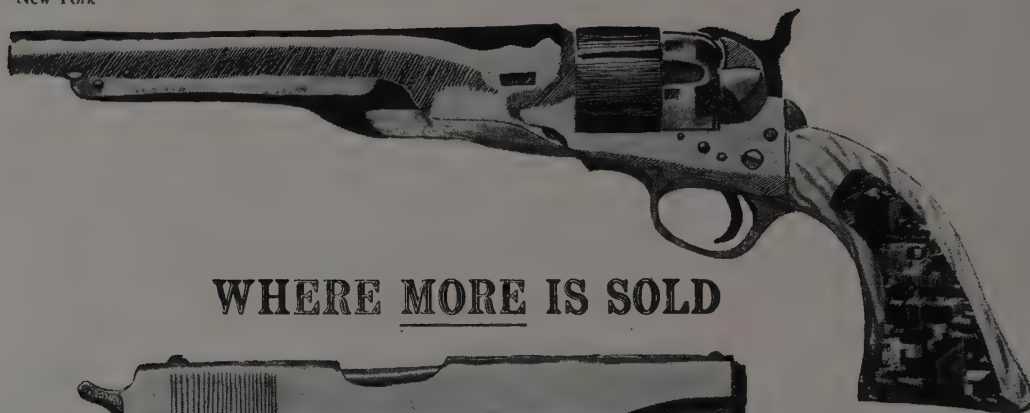
The Magazine for Advertising Executives
630 Third Avenue, New York 17, New York

GREAT GUNS!



New York

TO SELL MORE



Chicago

WHERE MORE IS SOLD



Philadelphia

IT'S FIRST 3 FIRST!

In the choice of advertising media it is important to select a medium that will deliver your sales ammunition to the most profitable sales target with maximum consumer impact. Competition for attention to an advertising message is understandably keenest in the nation's richest markets—New York, Chicago and Philadelphia—where the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In these far-above-average markets, which account for 18% of total U. S. Retail Sales, *there is no substitute* for FIRST 3 MARKETS' saturating 62% COVERAGE of all families. In addition, busy cash registers in the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales \$1.00. FIRST 3 MARKETS GROUP concentrates the bulk of nearly 6,000,000 circulation within these 6 states to deliver 47% coverage of all families. To make your advertising sell *more where more is sold* . . . it's FIRST 3 FIRST!

The group with the Sunday Punch



Rotogravure • Colorgravure

New York Sunday News *Coloroto Magazine*

Chicago Sunday Tribune *Magazine*

Philadelphia Sunday Inquirer "*Today*" Magazine

New York 17, N.Y., News Building, 220 E. 42nd St., MUrray Hill 7-4894 • Chicago 11, Ill., Tribune Tower, SUperior 7-0043
San Francisco 4, Calif., 155 Montgomery St., GARfield 1-7946 • Los Angeles 5, Calif., 3460 Wilshire Blvd., DUmkirk 5-3557

New Products & Test Markets

New products slated for supermarket distribution face rough sledding in 1959. To nobody's surprise, there are just too many products bidding for the limited shelf space.

The problem has been growing increasingly unmanageable since World War II. In 1939, when supermarkets were in their infancy, the average outlet carried 1,000 items on its shelves. The supermarket of today carries 6,000 to 8,000 items, with hardly enough room left for a sneeze.

Supermarket operators have been forced to tighten their restrictions and accent their "No's." Reject slips are going out for products which have not been through the test markets, which are not backed by solid pre-sell advertising campaigns, which are "better than" improvements rather than new products designed to fill an unanswered need.

The retailers are insisting on package designs which conform to shelving arrangements, packages with adequate "white spot" space for marking price, shipping cartons which can be opened easily.

The restrictions probably will not stem the flood of new products making debuts but they most certainly will weed out some "unnecessaries" and improve the quality, usefulness and, most importantly, the saleability of those goods which do reach the supermarket shelves.



Foods. Seabrook Farms launches a saturation campaign in the New York metropolitan area to introduce its new line of prepared vegetables in the "miracle pack." Advertising features full pages in 20 area newspapers plus spots on three TV stations. Agency: Smith Greenland.

H. J. Heinz moves the latest addition to its "Minute Meals" line into national distribution. The new entry: Beans and Franks, packed in an 8½ ounce can. Heinz tested the product in 15 markets last year. Company ads will mention the new line. Agency: Maxon, Inc. (Detroit).

General Mills test markets a new hot cereal called Wheat Hearts in Minneapolis, Milwaukee, Des Moines and Fargo (N. D.). Introductory newspaper and spot TV ads boast it's the only cereal that contains 20% wheat germ. Agency: Knox Reeves.



Drugs & Toiletries. Northam Warren breaks full-page, full color ads next month in seven national magazines to herald its new Cutex Delicate Lipstick. According to the promotion, the new product features an "all-new ultra creamy formula that glides on at a touch and feels light as a whisper on the lips." Running the ads will be GLAMOUR, LADIES' HOME JOURNAL, MODERN ROMANCES, MODERN SCREEN, PHOTOPLAY, SEVENTEEN and TRUE STORY. Also new from Cutex: Mira-Base, a manicuring base coat designed to increase polish wear. Agency: Doyle Dane Bernbach.

A new toilet paper is coming from Charmin Paper Products, a division of Procter & Gamble. It's a two-ply tissue called White Cloud. No advertising plans as yet. Agency: Dancer-Fitzgerald-Sample.

Plough, Inc., expands its Penetro cough drop line with the addition of two new flavors, cinnamon and lemon. They'll retail at 5¢ a box. Already in the line are menthol and wild cherry. Agency: Lake-Spiro-Shurman (Memphis, Tenn.).

Household Cleaners. Two new products from wax maker S. C. Johnson. The company has developed a foam designed especially for cleaning upholstery in the family car. The cleaner is packed in a 16-ounce aerosol can, suggested retail price \$1.25.

Also from Johnson: a new liquid detergent called Bravo. Johnson is test marketing in Pittsburgh with full-page, full-color ads in the Pittsburgh Press and 52-a-week one-minute spots on local TV. Agency: Foote, Cone & Belding.

The Boyle-Midway division of American Home Products, maker of Easy-Off oven cleaner, now has an Easy-Off window spray in an aerosol can. The product, in a 15-ounce container for about 49¢, is promoted for use on glass, porcelain and chrome. Company executives are very hush-hush on advertising plans and the date of national distribution. Agency: Geyer, Morey, Madden & Ballard.

Glamorene has a new rug cleaning applicator. The company is putting into national distribution the Glamorene Rug Shampoo'er, a do-it-yourself kit which includes a rug applicator, upholstery brush and a 98¢ pint of cleaner, all for \$7.98. Promotion includes sponsorship of the Mrs. America Contest next June. Advertising via Arthur Godfrey (CBS-TV, weekdays), spot TV, and newspapers. Agency: Jules Power Productions (New York).



Appliances. Monitor Equipment (Riverdale-on-Hudson, New York), introduces a portable clothes washing machine designed for use on the kitchen table. The unit, which measures 15 inches high and 10 inches wide, has a wringer which folds into the stainless steel tub. It cleans up to two pounds of wash in five minutes. Suggested retail price: \$49.95. Advertising tentatively in newspapers and national household magazines but no schedules set. Agency: Frank Barth (New York).

Remington Rand Electric Shaver, a division of Sperry Rand, has a new electric shaver it claims can be adjusted to every beard and skin. The new Roll-a-Matic features a "roller control panel" which raises the roller combs to suit the youngster with tender skin or lower the combs for the rugged individualist with the long and tough beard. Consumer advertising for the new product opens next month with full-color ads in LIFE, LOOK, SATEVEPOST, TIME and TRUE, full-page newspaper ads, and participations on Gunsmoke (CBS-TV, Saturday, 10 p.m.). Spot radio and outdoor will be added as distribution proceeds. Agency: Young & Rubicam.



Miscellany. Kendall Refining (Bradford, Pa.) introduces a new Dual Action Motor Oil especially formulated for today's high-powered automobiles. Advertising in SATEVEPOST promises the new oil helps to eliminate cold engine sludge from stop-and-go city driving and hot engine varnish built up during high speed runs on the open road. Agency: Barber & Drullard (Buffalo).

A Belgian inventor has devised a new concrete which may revolutionize the building industry. The new product is Betocel, a concrete with high resistance to heat, yet is so light it floats and can be cut with an ordinary hand saw. Panel Engineering Co. (Clawson, Mich.) handles distribution in the United States.



Thought for today

There's no mind
...or market...
so tough that it
can't be opened
...if you have the
right creative
selling key.

YOUNG & RUBICAM, INC., Advertising

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • MONTREAL • TORONTO • LONDON • MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

public relations

by *daedalus*

Good Idea, Poor Execution

The aggressive lads at Ruder & Finn sent in a small folder, titled "thank you for your interest in obtaining a position at Ruder & Finn, Inc." It is a friendly explanation for job candidates, detailing why the decision takes so long and what the firm is really looking for.

Unfortunately, the design destroys its purpose: an over-powering R & F on the cover, type too small to read easily, a dreary layout that looks like a "Little Blue Book", and no telephone number. Too bad a good idea had to be spoiled by poor execution!

Good Quote

"The great problem is to excite enough public opinion behind the plan, or any plan, or the problem itself, so as to make the plan effective when adopted." This wise statement was made by Governor Alfred E. Smith concerning the Port of New York Authority. It was recalled recently when the P. A. was given the Public Relations News "Annual Achievement Award".

Two comments: (1) we wish every public official would post Al Smith's remarks where they can be seen every day; (2) while Lee Jaffe, P. R. director of the Authority, has done a continually outstanding job, she has had unlimited funds and has been working with projects costing hundreds of millions of dollars and affecting millions of people. It would have been more remarkable if the P. A. failed to receive a good press!

Strange how government, which relies so heavily on public opinion, has usually failed to use public relations!

But two recent news items brighten the future:

(1) the statement by the New York Board of Education that it has hired a P. R. director at \$16,000 "to interpret for the public the policies of the board and the activities of the schools . . . to counsel

. . . on ways of bringing the people into closer partnership with their schools."

Congratulations! We hope other communities follow the good example and make P. R. an essential part of their operations . . . at an adequate salary, too.

(2) the plea by Supreme Court Justice John M. Harlan that the bar associations appoint committees to issue brief, simply written and objective accounts of Supreme Court decisions to the press . . . as an antidote against inadequate and sometimes "inaccurate portrayal of the Court's decision."

We nominate a committee of one: a legally-trained P. R. counsel.

Red Light for R.R. P.R.?

Probably the toughest P. R. problem of our time will be that faced by the railroads in achieving mergers. Financial and operating men have been working for months in researching the problems, but, so far as we can discover, not a single road has created any formal organization to plan and direct the most important campaign of all: education and explanation.

The ultimate decision on mergers will not be made by railroad presidents or consultants but by politicians, regulatory agencies, brotherhoods, shareholders, and the general public. Each of these groups can wield veto power . . . and will . . . unless they can be persuaded that the mergers are in the public interest and will advance their own welfare.

This is a gigantic task of public relations. It will require just as much research and interpretation as the merger reports themselves.

It is probably too much to expect wise planning from the railroads whose failure to use public relations contributed to their present economic distress. But let's hope that one or two of the new generation of railroad presidents recognize the essential role of intelligent P. R. and start action soon.

Strike-Out

"Ad Agencies Their Own Worst Enemies" was the headline of a release covering a speech by the P. R. counsel of the League of Advertising Agencies. Citing the "false image of the ad man," the speaker suggested the need for chalk talks, speakers bureaus and human interest stories.

To me, this illustrates why P. R. is so often under attack by "egg-heads" and responsible business leaders:

(1) The comment and headline were in poor taste, destructive, and insulting to many fine agency people.

(2) The solutions were stupid, routine, and superficial — made no attempt to capitalize on the outstanding contributions which advertising has made to our civilization and business success.

(3) The criticism accepted two unwarranted assumptions:

(a) that the public really has a false image of ad men

(b) that the public distrusts and discredits ad agencies

If this be thoughtful P. R. counsel, no wonder the fees generally are so low!

Hard Work or Manipulation?

Irwin Ross, who "exposed" P. R. in articles in the New York Post, is expanding the series into book form. His hope: to do for P. R. what Martin Mayer, author of "Madison Avenue, U.S.A.", did for advertising: a sort of depth reporting study.

Ross, a gangling, relaxed Harvard graduate, has been busy interviewing well-known professional figures and commented: "Most of them talk a good deal but say very little. Some are imaginative; others discreet. I'm not sure whether the talk is to cover knowledge or ignorance."

Selling the fastener industry

What nine key executives of Parker-Kalon, a top producer of precision screws, want and get from industrial advertising.

In all of American industry, perhaps no element is more prosaic, yet more important and omnipresent than the fastener — be it rivet or bolt, screw or nail. In fact, the scope of the industry that makes and sells screws is almost indescribable. Its dollar volume probably measures in the billions. And automation, with its increased mechanical complexity, will push the volume to still new highs.

Selling to the fastener industry, therefore, becomes a task of vital importance to the industrial adver-

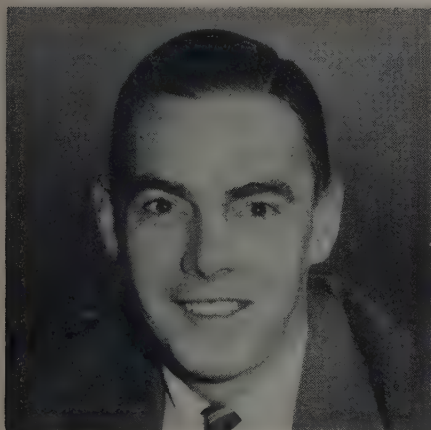
tiser. Sales to the fastener business must mean sales down the manufacturing line.

TIDE studied the impact of industrial advertising on the fastener industry by isolating one important segment of the sprawling field. Questioned in an exclusive tape-recorded interview were nine top officials of Parker-Kalon, a division of General American Transportation Corp., a 40-year-old firm with headquarters and plant in Clifton (N.J.) which originated the self-tapping screw and also makes a complete line of socket screws,

masonry nails, screwnails, thumb screws and wing nuts.

Self-tapping screws — fasteners which cut their own thread into the material in which they are used — alone account for about \$50,000,000 dollars in sales for 40 American firms and Parker-Kalon takes the largest share of the business.

The firm, for example, ships 5,000,000 self-tapping screws a year to Maytag Co. and the devices are used in 50% of the fastening operations on the company's line of home appliances. Other users of Parker-Kalon self-tapping screws include



President William T. Yleisaker reads business publications one hour each day to learn what is new in the field and to determine what the competition is doing. He routinely clips and circulates advertisements of interest. "It usually involves a piece of equipment or process which we follow through and contact the company for further information."



Vice-president S. S. Kahn scans more than 65 magazines a month to follow the trends in advertising techniques. The publications of most value to him are the "digest variety, particularly of new products." But he has one complaint. Advertisers, he believes, should run a summary in the lower left hand corner of their ads which can be clipped for filing.



Sales vice-president P. B. McSherry devotes almost two hours a day to industrial advertisements and he frankly admits "an ad with a mass of fine print, a lot of copy, scares me. I don't like to bother with it." McSherry believes ads should be "lightened up." He gripes about ad headlines which are not really pertinent to the subject but are designed only to draw readers in.

Ford Motor Co. for fastening plastic tail light assemblies, and surgeons, for connecting silver plates to the skull in delicate head operations.

TIDE asked officials of this important supply firm why and how they read industrial advertisements and, more important, what type of advertising was effective and what failed its mark.

Questioned were president William T. Ylvisaker, vice-president S. S. Kahn, sales vice-president P. B. McSherry, marketing manager Harold Elfenbein, manufacturing manager Harold Rosenberg, chief engineer Louis Lovisek, assistant chief engineer Al Battagliero, production control manager Everett Holmes and chief inspector John Partacz.

To a man, they all attest to the value of industrial advertising as a convenient source of new ideas, new products and new methods. Almost all, when questioned, can cite specific items that advertisements induced them to buy for their plant.

Despite the success of many industrial advertisements, however,

many of the officials reveal that perhaps they could be sold more often if ads were presented in a more graphic form than they are.

The nature of the industrial reading at Parker-Kalon closely follows the pattern at most manufacturing concerns. The officials average more than an hour a day on trade and business books and about 15% of their total reading time is devoted to scanning industrial ads.

When an ad stirs interest, Parker-Kalon executives refer the material to others in the plant for discussion. Almost to a man they also send for further information through the reader service cards supplied with the magazines.

Three-quarters of the executives say they often write directly to the manufacturer or distributor for further information and more complete technical details. They might also request a manufacturers catalog or, when practical, ask that a sample be sent.

Parker-Kalon, as a rule, would rather send its queries to a distributor than the manufacturer to save time between the question and the response. But even then, the of-

ficials reveal, they must wait an average of 12 days between the time they mail their request to the time their answer is received. The lowest interval cited was a full five days.

Interestingly, from the advertiser's standpoint, it is Parker-Kalon's policy of informing salesmen that it was an ad that led them to request a call. Even so, the officials say, they find only half the salesmen are fully informed on the topics covered in their own company ads.

What ads sold Parker-Kalon executives? They cite the brand names, a conveyor belt from Good-year Rubber Co., machinery from DoAll Co., inspection devices from Federal Products, labels from Avery, gauges from Pratt & Whitney, cleaners from Coweles Chemical, tape from Minnesota Mining & Manufacturing, dust collectors from Pangborn, to name but a few. In all, the nine executives cited more than a score of products that ads led them to investigate and buy.

The purchases, stimulated by industrial advertising, have led to reduced production costs and much



Marketing manager Harold Elfenbein spends more than an hour a day on industrial periodicals to learn what is new and, also, to determine the proper vehicle for Parker-Kalon's own ads. And he has developed his own formula for deciding which books are worthy of his consideration: periodicals with "illustrations, technical drawings, interviews and field reports."



Manufacturing manager Harold Rosenberg reserves "the latter part of each day" for scanning the industrial magazines that cross his desk and he clips more than 400 items a year for further study. He passes along both editorial matter and advertisements to supervisors in the shops and he sees "results in improvement of the manufacturing process" at Parker-Kalon.



Chief engineer Louis Lovisek reflects the problem faced by most engineers — he has little time to devote to all the magazines directed at his field. He wants to see "advertisements put in such a way that they paint a word picture so that in scanning you can pick up the main topic right away." A combination of pictures and copy sold Lovisek on a Syntron Automatic Feeder.

greater efficiency.

Four say they were able to locate new suppliers through advertisements and four learned of the existence of new technical services. At least two of the Parker-Kalon executives also say that ads led them to find new chemicals, increase production, improve packaging, eliminate waste, simplify the manufacturing process and improve the quality of the Parker-Kalon end product.

Despite the obvious record of success for industrial advertising directed at Parker-Kalon executives, the officials believe the ads can be improved to perhaps sell them even more. Chief engineer Lovisek "would like to see advertisements put in such a way that they paint a word picture for you so that, in scanning, you can pick up the main topic of the ad."

He sees no need for a mountain of technical data right in the ad.

"If the product interests me I can always get more information from the fellow who's advertising," Lovisek, who scans a mass of technical publications, states he can

hardly afford to spend time "reading all those little odds and ends" to learn if the product is of any interest to him in any way at all.

Lovisek declares a series of pictures depicting a Syntron Automatic Feeder at work led him to investigate and buy the product for his plant. "Their pictures showed more than any amount of written words."

Another suggestion for improvement comes from Parker-Kalon president Ylvisaker: more complete listing for each ad in the advertiser's index. Editors, Ylvisaker says, provide a detailed description of editorial matter in their index and "I always read it to determine whether there is anything which might be of interest to me."

But, he laments, he must go through the entire book to learn if there are any ads of interest to him.

"Why," he asks, "couldn't there be some way to break down the advertiser's index by either product or product types and categories so that if you were interested in some particular field you could find it right away?"

Parker-Kalon believes the editors of technical magazines also could be more helpful in the preparation of industrial advertisements. "The editor," says market manager Elfenbein, "knows the faults, the interests, the likes and dislikes of his readers. If he didn't he wouldn't remain editor too long."

Elfenbein wishes the editor would relay some of his knowledge to the advertisers, "to tell them in generalities what he personally and what his readers like and dislike, such as the use of small type or drawings as opposed to photographs.

"Many times the advertiser gets lost," he admits.

Elfenbein says Parker-Kalon, in its advertising, tries to take into account the individual preferences of each magazine's readership. "We work on the philosophy that I learned years ago: when you talk to cows, moo. When we talk to a purchasing agent, for example, we talk his language. It's costly from a production standpoint but we've learned it's far more valuable than running a general ad." ♦



Assistant chief engineer Al Battagliero devotes almost two hours a day to technical publications in search for new ideas. One ad by Goodyear led him to ask the rubber company's help in solving a problem with a conveyor belt. Goodyear sent a representative to Parker-Kalon who, according to Battagliero, came up with a "very successful" solution and stayed around to see it work.



Product control manager Everett Holmes reads industrial magazines for almost two hours each day at his office and at home. When he inquires about a product he takes particular pains to inform the salesman that an ad brought the product to mind. Advertisements in industrial publications, Holmes says, help to cut the cost of searching for new products and ideas.



Chief inspector John Partacz devotes almost two hours to look for "new ideas and new methods." As chief inspector, his main concern is keeping abreast of new techniques for checking accuracy. "Occasionally," he says, "I come up with something that I discuss with my boss." For his specialized interest, however, editorials more so than advertisements fill his needs.



Wall Street Looks at Advertising

by Mike Hughes

Ira Haupt, senior partner of Ira Haupt & Co., gives new testimony to the value of advertising as an investment and tells where stock experts get their "inside" clues.

Advertising as an investment may be an old adman's saw but now a top Wall St. investment counselor gives new weight to the theme.

Ira Haupt, senior partner of Ira Haupt & Co., one of New York's largest brokerage firms, believes strongly in the value of advertising as a long-range investment even at the expense of a short-term loss.

He cautions, however, the advertiser must first have a worth while product before trying to sell the public with a flood-tide of ads.

Haupt specializes in some of the nation's advertising giants—Gillette, National Biscuit, Scott Paper, to name a few—on the New York Stock Exchange floor but he also has a vital interest in smaller "coming" companies which are using advertising for a long-term gain. One of his comers is Cott Beverage Corp.

"We arranged Cott's purchase of Mission of California," he says, explaining the acquisition gives Cott distribution outlets across the land. The purchase, however, is only one phase of the Cott expansion program. "A lot of new bottlers are being appointed. In their first year the company spends so much money for advertising that it loses money on them.

"But," he quickly points out, "it gets them entrenched."

Cott spent about \$1.6 million on

advertising in 1957, nearly 20% of the total net sales of 8.4 million, Haupt approvingly recalls. The Cott money goes into ROP newspaper color, television and outdoor media plus a stepped-up schedule for Mission in magazines, newspapers and TV.

Haupt warns, however, that success does not necessarily follow at advertising's heels. "Advertising's effectiveness rests on a company's ability to create products worth promoting," he stresses.

The investment broker notes that 12-year-old Servo Corp. now invests more than \$1,000,000 each year in research and development, about 25 cents for each dollar of sales. The research has paid up for Servo, a specialist in infra-red applications, with a device for detecting "hot boxes," a major cause of railroad wrecks. Servo president Harry Blackmore, according to Haupt, sees, with proper promotion, a \$100 million market potential in the Servosafe device.

Ira Haupt & Co. makes a specialty of searching out companies who have developed new ideas which may eventually mean added dividends for the brokerage's clients. "We're in the research business, too," Haupt explains. The watching service of Ira Haupt &

Co. regularly scans 125 business and trade papers and prepares for its clients a weekly digest called "Highlights from the Trade Papers."

"On the strength of a trade paper item about a new aerosol container, we advised clients to buy Continental Can," he says. "Three months later the new container was 'announced' in newspapers." Scoops such as these may often mean profits on a soaring stock.

Haupt says P. Lorillard was a "second rate" stock before the Reader's Digest published the now-famous report on nicotine and tars which placed Kent on top. Ira Haupt & Co. immediately jumped on the news, fast enough for its clients to benefit as the stock merrily soared from 19 to 85.

The weekly "Highlights from Trade Papers" also has been able to advise readers "Falstaff Brewing Co. will shoot for 15% of the California market" . . . "Ford's forthcoming small car may be the first to eliminate grease fittings and steering gear lubricant" . . . "Quaker Oats is test-marketing a new high-protein cereal called Life."

Items such as these often are indicators of a company's bright future and serve as profitable clues for an investor wise enough to act. ♦

A new kind of ad executive

One quality of advertising — that has always served it in good stead — is its flexibility, the ability to adapt to new market conditions, to the ups and downs of the economy and to the new demands that have been put on the profession.

We think the advent of the advertising administrator in our business is another good example (*see p. 25*). There is no question in our minds that with advertising expenditures hitting such enormous proportions that some check and balance system is called for. We are pleased that the Assn. of National Advertisers had been in the forefront of the move to bring this about.

The advertising manager's job today is much more complex than it was two years ago or even ten years ago. In almost every case his job responsibilities have increased. We think that the development of this new ad specialist will help the advertising manager do an even better job — by centering the responsibilities for control of how and where the advertising monies are spent.

In fact, we find we are very much in agreement with one of the first advertising administrators, Procter & Gamble Advertising Budget Controller Harold A. Derr. "The advertising man is hired for his ability to create and plan advertising strategy," says Derr, "and he should be in a position to devote full-time to the job for which he was hired."

Furthermore, we don't think the advent of the ad administrator ushers in the era of cutbacks in ad expenditures.

In the opinion of General Foods general auditor Douglas Miller, chairman of the ANA's Advertising Budget Control Committee, the purpose of careful auditing of ad budgets is not to make cuts, but to get the budget to yield more.

TIDE, for these reasons, is very happy to welcome the advertising administrator to the fraternity. We look forward to the help his cost-control methods and procedures will have on analyzing advertising expenditures. And we hope our readers feel — as we do — that TIDE's continuing series on the advertising administrator is one of the most important subjects in advertising today.

The Editors

Special Report

Survey of Media Buying Trends

Part IV: THE MEDIUM-SIZED ADVERTISER

TIDE presents Part Four of the exclusive Survey of Media Buying Trends for the years 1950 through 1957, a continuing study in cooperation with the Magazine Advertising Bureau.

This month: an analysis of the medium-sized advertiser; a study of the 803 companies which spent at least \$250,000 but never more than \$1,000,000 in five "measureable" national media in any one year between 1950 and 1957.

Computed under 18 industry classifications are the appropriations directed at magazines, network radio, network television, magazine sections and newspapers during each of the eight crucial years for advertising following the Korean War.

TIDE documents, industry-by-industry, medium-by-medium, year-by-year, an amazing record of stability for the print media despite the emergence of network television as a vital advertising force.

Network television may be the darling of the million dollar advertiser: he can afford to take advantage of the medium's powerful selling voice.

But, for the medium-sized advertiser, magazines have been and continue to remain the number one choice. Companies with at least \$250,000 but not quite \$1,000,000 to spend in national media put two thirds of their precious dollars in magazine advertising and pass off network television with a scant 5%. This pattern of appropriation has changed little since the start of the Korean War.

The stability and the reliance on print media are the major conclusions to be drawn from Part IV of TIDE's exclusive Survey of Media Buying Trends for the years 1950 through 1957. The study, conducted in cooperation with the Magazine Advertising Bureau with figures supplied by the Publishers Information Bureau, shows the advent of network television had little or no effect on media purchases of the middle-sized advertiser even though it made a profound impression on the million dollar-plus class.

TIDE studied the strategies of the medium-sized advertiser by examining the appropriations of 803 corporations which spent at least \$250,000 but never more than \$1,000,000 in five "measurable" national media during any one year between 1950 and 1957. The five measured media are magazines, network radio, network television, magazine sections and newspapers. The appropriations, for easier comparison, are grouped under 18 industry classifications similar to the ones used in Part II of the Survey of Media Buying Trends which analyzed the ap-

propriations of companies which spent \$1,000,000 or more.

Comparison of the million dollar advertisers with the medium-sized group provides a stark contrast and a study in constancy versus change.

The 803 medium-sized advertisers, as shown in the table at the right, together spent about \$1.6 billion in five national media during the eight examined years. The million dollar advertisers studied in Part II of this series number less than half as many, 379, but they spent almost \$8.9 billion, more than five times as much. Certainly, telling evidence of economic concentration.

Despite the differences in sums involved, the medium-sized and the million dollar advertisers have one point in common: they increased their ad spendings at an equally phenomenal rate. In 1950, the 803 middle-sized advertisers spent about \$147 million. In 1957, they were spending about \$238 million, almost twice as much. The million dollar class increased its spendings from \$773 million to \$1,415 million, also about twice as much.

While all this was going on, the gross national product climbed only 50%, from \$285.1 billion to \$434 billion. Advertising expenditures, in other words, outpaced the economy as a whole by about two-to-one.

In ways of spending their national media budgets, the middle-sized and the million dollar advertisers had a parting of the ways. Between 1950 and 1957, the medium-budget advertisers put never less than 57% of their money into magazines and never more than 7% into network television. During the same period, the million dollar advertisers put an average of 32% of their budget into

magazines and; by 1957, were spending 36% of their national media budget in network television.

In 1957, for example, the medium-sized advertisers spent about \$238 million in the five measured media. Of that 63% or about \$150 million went into magazines and only \$12 million, 5%, went into network television. The million dollar class spent \$1.4 billion that year. They allocated 31% or \$441 million to magazines and 36% or \$502 million to network television.

The million dollar advertisers spent in network television alone more than twice the amount the medium-sized advertisers put into all five media combined.

In network radio expenditures, the million dollar advertisers also outpaced their less affluent friends. Between 1950 and 1955, the million dollar advertisers put an average of 14% of their national media budgets into network radio. The average for the medium-sized group was 5%.

In newspapers and magazine sections, however, the spending rate was surprisingly the same. The million dollar advertisers spent \$382 million in newspaper advertising in 1957, about 27% of the available cash. That same year the medium-sized advertisers were spending \$66 million, 28% of what they had to spend. Over the eight year span both the million dollar and medium-sized advertisers spent an average of 28% of their national media money in newspaper advertising: a unique parallel amid so much difference.

Also somewhat parallel was the spending in magazine sections. The million dollar advertisers in 1957 spent \$91 million or 6% of their na-



Miss Rheingold of 1959, Robbin Bain, has been selected in the second largest election in the country. The five minute spectacular, featuring Marge and Gower Champion and introducing the six contestants, and asking the public to vote, was a most important feature in this campaign. Produced by SARRA for LIEB-MANN BREWERIES, INC. through FOOTE, CONE & BELDING.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

tional ad money in Sunday supplements. The medium-sized advertisers that same year spent 4% or \$11 million. Over the eight year period, the average share for magazine sections was 4% for the medium-sized advertisers and 5% for the million dollar class.

Network television, then, failed in general to make a great dent in the medium-sized advertiser. Nevertheless, there were individual cases of success. And where network television grew, the use of newspapers declined.

In the cosmetics and drug field, 56 medium-sized advertisers steadily increased their use of network

television and cut their newspaper spending almost in half. The advertisers, for example, spent almost \$12 million in the five media in 1950. Newspapers received the major share, 44%, worth \$5 million; magazines received 42%, also about \$5 million, and network television received a scant \$52,260, less than 1/2 of 1%. By 1957, the total spending had climbed to \$21 million. Of this, newspapers received only a 28% share, magazines rose to 47% and network television soared to 16%.

Successful as network television appears, compare the figures with the budget for the cosmetics and drug category of the million dollar

group. They spent in 1957 almost \$275 million and network television won an overwhelming 57%. Magazines received 22% and newspapers a scant 13%.

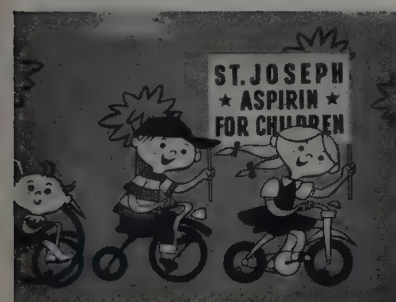
In one industry group, network television appeared to be on its way to taking over but a recession put a damper on that. The industry: appliances, major and small.

The 49 medium-sized advertisers in this group spent about \$11 million in national media in 1950. Magazines received a 63% share, newspapers 33%, network television 2% and network radio and magazine sections 1% each.

The situation started to change slowly during the Korean War.

National expenditures of 803 medium-sized advertisers

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$85,330,949 59%	\$99,626,820 58%	\$107,195,785 58%	\$116,399,592 58%	\$114,703,407 57%	\$125,194,930 58%	\$141,169,915 62%	\$149,848,426 63%	\$939,469,824 59%
Network Radio	\$7,730,864 5%	\$8,357,689 5%	\$9,483,507 5%	\$9,147,341 5%	\$9,627,938 5%	\$10,518,156 5%	Unavailable	Unavailable	\$54,865,495 (5%)
Network Television	\$3,055,835 2%	\$7,190,806 4%	\$9,019,202 4%	\$10,928,120 5%	\$13,381,931 6%	\$11,184,368 5%	\$15,039,781 7%	\$11,613,735 5%	\$81,413,778 5%
Magazine Sections	\$6,209,873 4%	\$7,153,683 4%	\$6,759,125 4%	\$7,693,684 4%	\$8,008,839 4%	\$8,077,487 4%	\$10,716,034 5%	\$10,663,957 4%	\$65,282,682 4%
Newspapers	\$44,375,428 30%	\$49,460,462 29%	\$53,842,198 29%	\$56,143,943 28%	\$57,229,613 28%	\$59,944,265 28%	\$61,145,090 26%	\$66,238,096 28%	\$448,379,095 28%
TOTAL	\$146,702,949	\$171,789,460	\$186,299,817	\$200,312,680	\$202,951,728	\$214,919,206	\$228,070,820	\$238,364,214	\$1,589,410,814



This new ST. JOSEPH ASPIRIN FOR CHILDREN spot combines stop-motion, animation and live action. It stresses the fact that the proper dosage is in each tablet and that the safety cap protects them from busy little hands. The Regular ST. JOSEPH ASPIRIN is also sold with dignity to make ST. JOSEPH the "Family Aspirin Pair." One of a series created and produced by SARRA for PLOUGH, INCORPORATED through LAKE-SPIRO-SHURMAN, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Newspapers slipped to a 25% share in 1951 and 1952, to a 22% share in 1953 and were down to a 13% share by 1955. Magazines gained on the loss. They held their 63% share in 1951, saw it jump to 64% in 1952, 69% in 1953, and, then, to a high of 72% in 1954.

Network television's growth was erratic. The medium received a 4% share in 1951, 5% in 1952 and 3% share in 1953 and 1954. In 1955 came the major shift. Total appropriations that year slipped off to \$11,100,430, almost \$70,000 less than the year before. But network television expenditures by medium-sized appliance makers soared to \$1.7 million for a 15% share of the media budget. Magazines, though still the leader, fell to a 64% share, down eight points from the year before. Newspapers dropped four points to 13%. Network radio and magazine sections remained on par.

The budget slipped again in 1956 but network television continued to grow. The total spending dropped to slightly below \$11 million but network television jumped to \$2,182,730, a 21% share. Newspapers suffered most in the shift. They fell from 13% in 1955 to 8% in 1956.

Network television was doing fine until 1957, a terrible year for the appliance makers. Total appropriations fell to less than \$9 million but network television fell even more. The medium which had received a 21% share in 1956 fell off to a 4% share, worth \$319,361, in 1957. Magazines jumped back up to 78%, or \$6,802,541. Newspapers, on the decline since 1950, surged to 11%, slightly more than \$1 million.

In a time of economic stress, network television was unceremoniously dropped and magazines pushed

ahead. The pattern was repeated in the appliance industry group of the million dollar class. Network television had accounted for 38% of the national media spending in 1956. In 1957 this fell to 29%. Magazines, which had a 36% share in 1956, jumped to 45%. Newspapers inched from 21% to 22%. The shift away from network television by the million dollar advertisers was less drastic than the one accomplished by the medium-sized spenders. But, though the degree be different, the disenchantment must have been the same. Network television was the first item cut.

The industrial corporations studied in the building and industrial supplies group consistently awarded the major share of their national advertising budgets to magazines. The companies spent more than \$13 million in 1950 and 87% went to magazines. By 1957, the national advertising budgets had swelled to almost \$29 million and magazines still received an 89% share. Newspapers started off with a 10% share in 1950 and received a 9% share in 1957, a negligible difference.

Network television's growth, however, was more uncertain. The TV networks received less than 1/2 of 1% of the national ad budget in 1950 and the share climbed to 4% in 1954. But then the attention waned and network television, by 1957, settled back to a 2% share.

In the food, beverage and confection category, the largest of the medium-sized groups with 116 companies, network television never played an overly important role. The industry puts its money in newspapers first and then magazines.

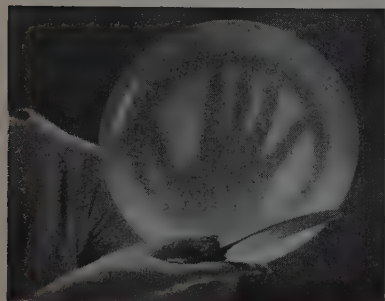
In 1950, the food industry spent almost \$23 million in the five measured national media. Newspapers received a 46% share, magazines 33%, network radio 11%, magazine sections 6% and network television 4%. The situation had changed little by 1957. The spending rate had increased to almost \$31 million but newspapers received 50% (up four points) and magazines 34% (up one point). Network television, which had climbed to as high as 12% in both 1951 and 1956, was back down to 8%.

The reliance on print media and the choice of newspapers over magazines which dominate media thinking of the medium-sized food companies, are nowhere apparent in the appropriations of the "big boys" in the field. The million dollar food advertisers spent more than \$272 million in national advertising media in 1957. Network television won the greatest share, 39%. Magazines placed second with 28% and, following in third place, were newspapers with 22%.

The medium-sized advertisers in the food industry, as is the case with many of the industries studied, would certainly have liked to have been in a position where they could afford to match minute-for-minute the network television time of their larger rivals.

But the advertisers had learned, some through bitter experience, it was far better to forsake network television if using the medium would mean abandoning all other avenues of advertising.

Magazines, apparently, offered them a national audience and prestige that would somewhat substitute for network TV, without network TV's sky-high costs, at least for the medium sized advertiser.



SYRACUSE CAREFREE CHINA is all that the name implies. Real china that is dish water proof, stain proof and oven proof. The translucency shows the fine quality of the china and an amazing demonstration of hammering a nail through a wooden board with a coffee cup shows why it is guaranteed for a year against breaking, chipping or cracking. Produced by SARRA for SYRACUSE CHINA CORPORATION through REACH, McCLINTON and CO., INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Media Appropriations By Industry

The 18 tables on the following 10 pages detail the national advertising expenditures of 18 industry groups made up of 803 advertisers who spent at least \$250,000 but no more than \$1,000,000 in any one year between 1950 and 1957.

The top figure in each section of the table represents the industry's expenditures for gross time or space. The percentage figure in larger type below represents the share each medium received of the total expended for the year in all five measured media.

A zero (0) indicates no record of any appropriation by any of the studied companies in that industry for the medium and year cited.

An asterisk (*) represents percentages of less than 1/2 of 1%.

Network radio expenditures for the years 1956 and 1957 are unlisted because none were made available by the usual sources. To compensate for the omission, the percentages listed in parentheses with network radio's total dollar appropriations, in the last column of each chart, represent the average share for only those six years, 1950 through 1955, that figures were available.

Because of the omission of network radio figures for 1956 and 1957, the totals for those years take into account only four media and are not exactly comparable with totals for previous years.

Appliances (major & small)

Network television scored an impressive gain but then slumped in a recession year.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$6,722,755 63%	\$7,254,693 63%	\$7,046,980 64%	\$9,066,966 69%	\$8,004,045 72%	\$7,128,596 64%	\$6,869,902 65%	\$6,802,541 78%	\$58,896,478 67%
Network Radio	\$106,956 1%	\$613,123 5%	\$512,542 5%	\$501,865 4%	\$324,895 3%	\$340,729 3%	Unavailable	Unavailable	\$2,400,110 (4%)
Network Television	\$199,629 2%	\$434,713 4%	\$546,233 5%	\$328,996 3%	\$409,419 3%	\$1,694,681 15%	\$2,182,730 21%	\$319,361 4%	\$6,115,762 7%
Magazine Sections	\$127,619 1%	\$300,600 3%	\$168,397 1%	\$312,726 2%	\$534,706 5%	\$492,124 5%	\$571,356 6%	\$613,624 7%	\$3,121,152 4%
Newspapers	\$3,452,397 33%	\$2,871,041 25%	\$2,757,421 25%	\$2,884,613 22%	\$1,896,543 17%	\$1,444,300 13%	\$884,406 8%	\$1,003,813 11%	\$17,194,534 20%
TOTAL	\$10,609,356	\$11,474,170	\$11,031,573	\$13,095,166	\$11,169,608	\$11,100,430	\$10,508,394	\$8,739,339	\$87,728,036

Autos, Accessories, Gas and Oil

Magazines held the overwhelming share while network television was tried, then dropped.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$6,065,505 69%	\$7,661,071 74%	\$7,772,873 69%	\$6,828,139 66%	\$6,212,228 62%	\$6,371,174 68%	\$6,852,945 71%	\$7,251,068 72%	\$55,015,003 69%
Network Radio	\$384,170 4%	\$331,081 3%	\$309,174 3%	\$323,329 3%	\$329,050 3%	\$341,732 4%	Unavailable	Unavailable	\$2,018,536 (3%)
Network Television	\$45,025 1%	\$261,645 2%	\$304,371 2%	\$406,310 4%	\$438,233 4%	\$33,565 *	\$339,857 4%	\$52,153 1%	\$1,881,159 2%
Magazine Sections	\$115,923 1%	\$136,453 1%	\$177,223 2%	\$91,479 1%	\$2,264 *	\$22,626 *	\$286,531 3%	\$280,810 3%	\$1,113,309 1%
Newspapers	\$2,207,551 25%	\$2,093,207 20%	\$2,738,389 24%	\$2,688,082 26%	\$3,079,051 31%	\$2,666,951 28%	\$2,173,835 22%	\$2,452,406 24%	\$20,099,472 25%
TOTAL	\$8,818,174	\$10,483,457	\$11,302,030	\$10,337,339	\$10,060,826	\$9,436,048	\$9,653,168	\$10,036,437	\$80,127,479

Books

Magazines grew in importance as the use of newspapers and magazine sections declined.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$345,975 27%	\$388,814 19%	\$194,638 20%	\$319,569 25%	\$410,265 26%	\$591,483 29%	\$715,368 33%	\$834,860 40%	\$3,800,972 28%
Network Radio	0	0	0	\$1,300 *	\$11,735 1%	0	Unavailable	Unavailable	\$13,035 (*)
Network Television	0	0	0	0	0	0	0	0	0
Magazine Sections	\$120,519 10%	\$471,272 23%	\$10,360 1%	\$95,254 8%	\$113,108 7%	\$26,493 1%	\$37,680 2%	\$34,016 2%	\$908,702 7%
Newspapers	\$787,134 63%	\$1,217,101 58%	\$786,371 79%	\$842,076 67%	\$1,062,808 66%	\$1,414,135 70%	\$1,395,184 65%	\$1,226,517 58%	\$8,731,326 65%
TOTAL	\$1,253,628	\$2,077,187	\$991,369	\$1,258,199	\$1,597,916	\$2,032,111	\$2,148,232	\$2,095,393	\$13,454,035

Building & Industrial Supplies

Magazines won the overwhelming vote of approval with newspapers second, far behind.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$11,581,566 87%	\$15,640,164 88%	\$17,792,236 82%	\$18,851,266 88%	\$18,985,915 86%	\$20,727,595 85%	\$26,057,038 88%	\$25,282,973 89%	\$154,918,753 87%
Network Radio	0	0	0	\$226,750 1%	\$203,190 1%	\$205,547 1%	Unavailable	Unavailable	\$635,487 (1%)
Network Television	\$33,262 *	\$204,270 1%	\$503,245 2%	\$539,905 3%	\$820,699 4%	\$500,342 2%	\$316,383 1%	\$679,699 2%	\$3,597,805 2%
Magazine Sections	\$345,942 3%	\$526,078 3%	\$654,186 3%	\$422,437 2%	\$467,104 2%	\$482,696 2%	\$587,167 2%	\$118,005 *	\$3,603,615 2%
Newspapers	\$1,395,771 10%	\$1,421,067 8%	\$2,865,074 13%	\$1,292,571 6%	\$1,587,141 7%	\$2,356,147 10%	\$2,754,955 9%	\$2,467,532 9%	\$16,140,258 9%
TOTAL	\$13,356,541	\$17,791,579	\$21,814,741	\$21,332,929	\$22,064,049	\$24,272,327	\$29,715,543	\$28,548,209	\$178,895,918

Business Machines

Virtually every advertising dollar was directed at magazines in this hands-down race.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$2,076,121 92%	\$2,270,184 88%	\$3,250,849 94%	\$3,440,912 87%	\$3,771,514 78%	\$3,652,243 84%	\$4,522,982 92%	\$4,625,421 97%	\$27,610,226 89%
Network Radio	\$10,919 *	\$8,465 *	0	\$108,964 3%	0	0	Unavailable	Unavailable	\$128,348 (1%)
Network Television	0	0	0	0	\$708,739 15%	\$243,050 6%	0	0	\$951,789 3%
Magazine Sections	\$83,445 4%	\$118,530 5%	\$110,237 3%	\$136,724 3%	\$94,555 2%	\$158,145 4%	0	\$101,990 2%	\$803,626 3%
Newspapers	\$93,334 4%	\$192,141 7%	\$96,368 3%	\$260,343 7%	\$230,231 5%	\$276,895 6%	\$392,225 8%	\$46,394 1%	\$1,587,931 5%
TOTAL	\$2,263,819	\$2,589,320	\$3,457,454	\$3,946,943	\$4,805,039	\$4,330,333	\$4,915,207	\$4,773,805	\$31,081,920

Communications and Utilities

Newspapers held their dominant share but magazines slowly chipped away at the lead.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$641,636 17%	\$717,020 15%	\$501,155 10%	\$410,887 7%	\$713,265 11%	\$1,103,425 15%	\$1,556,648 20%	\$2,770,323 32%	\$8,414,359 17%
Network Radio	0	0	0	0	0	0	Unavailable	Unavailable	0
Network Television	0	0	0	0	\$412,505 6%	0	\$574,467 7%	\$254,697 3%	\$1,241,669 3%
Magazine Sections	0	0	0	0	0	0	0	0	0
Newspapers	\$3,040,197 83%	\$4,061,536 85%	\$4,329,109 90%	\$5,099,738 93%	\$5,387,766 83%	\$6,491,642 85%	\$5,611,619 73%	\$5,658,738 65%	\$39,680,345 80%
TOTAL	\$3,681,833	\$4,778,556	\$4,830,264	\$5,510,625	\$6,513,536	\$7,595,067	\$7,742,734	\$8,683,758	\$49,336,373

Cosmetics and Drugs

Network television gained in importance for this industry but magazines still held the lead.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$4,923,126 42%	\$5,915,902 41%	\$6,883,358 42%	\$6,766,535 44%	\$6,406,788 45%	\$7,216,927 44%	\$9,456,107 49%	\$9,706,329 47%	\$57,275,072 45%
Network Radio	\$459,243 4%	\$427,502 3%	\$712,275 4%	\$1,118,174 7%	\$1,337,294 9%	\$1,576,922 10%	Unavailable	Unavailable	\$5,631,410 (6%)
Network Television	\$52,260 *	\$16,080 *	\$617,099 4%	\$1,209,356 8%	\$1,168,033 8%	\$1,876,989 11%	\$2,466,779 13%	\$3,375,321 16%	\$10,781,917 8%
Magazine Sections	\$1,202,167 10%	\$1,503,996 10%	\$1,964,840 12%	\$1,335,748 9%	\$1,240,891 9%	\$1,121,975 7%	\$2,120,386 11%	\$1,879,739 9%	\$12,369,742 10%
Newspapers	\$5,313,816 44%	\$6,563,673 46%	\$6,385,356 38%	\$4,877,455 32%	\$4,024,746 29%	\$4,577,424 28%	\$5,129,238 27%	\$5,694,418 28%	\$42,566,126 33%
TOTAL	\$11,950,612	\$14,427,153	\$16,562,928	\$15,307,268	\$14,177,752	\$16,370,237	\$19,172,510	\$20,655,807	\$128,624,267

Food, Beverages and Confections

Newspapers and magazines maintained their ratings as the 1-2 choice but magazine sections climbed.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$7,489,211 33%	\$8,623,548 34%	\$8,654,627 33%	\$9,981,744 36%	\$9,668,101 33%	\$10,242,729 36%	\$9,924,729 34%	\$10,615,949 34%	\$75,200,767 34%
Network Radio	\$2,482,019 11%	\$2,504,404 10%	\$3,041,631 12%	\$1,749,981 6%	\$1,537,687 5%	\$1,368,997 5%	Unavailable	Unavailable	\$12,684,719 (8%)
Network Television	\$949,267 4%	\$2,924,714 12%	\$2,481,287 9%	\$2,879,912 10%	\$3,697,928 12%	\$2,383,248 8%	\$3,443,479 12%	\$2,346,607 8%	\$21,106,442 10%
Magazine Sections	\$1,437,755 6%	\$1,149,905 5%	\$1,043,748 4%	\$1,699,332 6%	\$1,945,186 7%	\$1,989,845 7%	\$1,777,179 6%	\$2,361,246 8%	\$13,404,196 6%
Newspapers	\$10,402,148 46%	\$9,976,368 39%	\$10,819,339 42%	\$11,550,162 42%	\$12,748,859 43%	\$12,694,471 44%	\$13,648,549 48%	\$15,368,291 50%	\$97,208,187 44%
TOTAL	\$22,760,400	\$25,178,939	\$26,040,632	\$27,861,131	\$29,597,761	\$28,679,290	\$28,794,065	\$30,692,093	\$219,604,311

Home Furnishings and Paints

Magazines retained the dominant share and newspapers gained on television's decline.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$8,029,641 82%	\$9,657,182 76%	\$9,368,162 72%	\$9,635,809 72%	\$8,492,193 69%	\$9,936,857 75%	\$11,315,887 82%	\$12,087,347 81%	\$78,523,078 76%
Network Radio	\$148,629 1%	\$498,907 4%	\$874,364 7%	\$618,168 5%	\$5,929 *	\$673,853 5%	Unavailable	Unavailable	\$2,819,850 (2%)
Network Television	\$495,245 5%	\$889,560 7%	\$963,412 7%	\$1,286,107 9%	\$1,249,040 10%	\$571,959 4%	\$482,267 4%	\$113,341 1%	\$6,050,931 6%
Magazine Sections	\$76,182 1%	\$309,416 2%	\$331,850 3%	\$448,113 3%	\$922,021 8%	\$617,524 5%	\$624,246 4%	\$668,376 4%	\$3,997,728 4%
Newspapers	\$1,080,341 11%	\$1,363,193 11%	\$1,457,430 11%	\$1,428,249 11%	\$1,550,545 13%	\$1,487,068 11%	\$1,334,084 10%	\$2,048,004 14%	\$11,748,914 11%
TOTAL	\$9,830,038	\$12,718,258	\$12,995,218	\$13,416,446	\$12,219,728	\$13,287,261	\$13,756,484	\$14,917,068	\$103,140,501

Household Cleaners and Waxes

Newspapers doubled their share on network radio's decline but magazines held on an even-keel.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$596,183 39%	\$1,113,125 55%	\$1,569,858 67%	\$1,161,458 51%	\$590,329 27%	\$743,623 28%	\$832,503 26%	\$1,206,466 37%	\$7,813,545 40%
Network Radio	\$482,970 31%	\$164,282 8%	\$81,782 3%	\$106,937 5%	\$175,512 8%	\$302,412 12%	Unavailable	Unavailable	\$1,313,895 (10%)
Network Television	0	0	0	\$36,151 1%	\$310,603 15%	\$239,984 9%	\$521,742 16%	\$168,260 5%	\$1,276,740 7%
Magazine Sections	\$154,730 10%	\$275,736 14%	\$65,199 3%	\$178,772 8%	\$44,256 2%	\$150,638 6%	\$419,432 13%	\$369,715 11%	\$1,658,478 9%
Newspapers	\$314,989 20%	\$457,053 23%	\$639,944 27%	\$799,049 35%	\$1,027,704 48%	\$1,192,633 45%	\$1,427,229 45%	\$1,549,617 47%	\$7,408,218 38%
TOTAL	\$1,548,872	\$2,010,196	\$2,356,783	\$2,282,367	\$2,148,404	\$2,629,290	\$3,200,906	\$3,294,058	\$19,470,876

Insurance & Financial

Magazines maintained their overwhelming lead despite newspaper advances in 1954.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$3,138,693 83%	\$3,417,066 83%	\$4,470,249 82%	\$5,358,574 85%	\$6,222,802 77%	\$8,172,518 79%	\$9,028,704 77%	\$10,530,599 81%	\$50,339,205 80%
Network Radio	\$80,347 2%	\$169,660 4%	\$159,377 3%	\$159,822 3%	\$87,413 1%	\$23,655 *	Unavailable	Unavailable	\$680,274 (2%)
Network Television	\$168,855 4%	\$34,380 1%	0	\$38,032 1%	\$9,617 *	0	\$292,827 3%	\$479,323 4%	\$1,023,034 2%
Magazine Sections	\$79,061 2%	\$97,165 2%	\$131,053 2%	\$110,578 2%	\$138,401 2%	\$171,946 2%	\$543,776 5%	\$559,036 4%	\$1,831,016 3%
Newspapers	\$319,464 9%	\$420,229 10%	\$690,820 13%	\$611,064 9%	\$1,669,111 20%	\$2,024,015 19%	\$1,799,582 15%	\$1,457,091 11%	\$8,991,376 15%
TOTAL	\$3,786,420	\$4,138,500	\$5,451,499	\$6,278,070	\$8,127,344	\$10,392,134	\$11,664,889	\$13,026,049	\$62,864,905

Jewelry, Photo, Shaving, Writing Equipment

Network television scored gains but magazines still retained a three-quarter share.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$4,730,697 83%	\$4,816,975 74%	\$4,909,263 74%	\$5,657,447 61%	\$6,359,971 68%	\$6,593,943 76%	\$6,592,498 77%	\$6,559,407 73%	\$46,220,201 73%
Network Radio	\$50,370 1%	0	\$156,335 2%	\$601,367 7%	\$416,753 4%	\$121,001 2%	Unavailable	Unavailable	\$1,345,826 (3%)
Network Television	\$182,006 3%	\$942,516 14%	\$913,827 14%	\$1,433,188 16%	\$1,165,560 13%	\$963,337 11%	\$792,322 9%	\$1,046,033 12%	\$7,438,789 12%
Magazine Sections	\$394,339 7%	\$414,667 6%	\$308,296 5%	\$565,616 6%	\$229,737 2%	\$192,092 2%	\$327,326 4%	\$519,360 6%	\$2,951,433 5%
Newspapers	\$323,446 6%	\$415,931 6%	\$369,601 5%	\$986,181 10%	\$1,175,052 13%	\$807,997 9%	\$898,815 10%	\$804,306 9%	\$5,781,329 9%
TOTAL	\$5,680,858	\$6,590,089	\$6,657,322	\$9,243,799	\$9,347,073	\$8,678,370	\$8,610,961	\$8,929,106	\$63,737,578

Liquor, Beer & Wine

Legal and voluntary restrictions gave newspapers the overwhelming lead.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$1,859,007 28%	\$1,624,913 21%	\$1,555,517 21%	\$1,478,551 18%	\$1,477,617 17%	\$2,278,078 27%	\$2,397,229 29%	\$2,445,808 29%	\$15,116,720 24%
Network Radio	0	\$474,880 6%	\$196,174 3%	\$169,000 2%	\$82,701 1%	\$446,905 6%	Unavailable	Unavailable	\$1,369,660 (3%)
Network Television	\$122,289 2%	\$194,005 2%	\$55,875 1%	\$140,605 2%	\$452,636 5%	\$336,108 4%	\$383,796 5%	\$409,490 5%	\$2,094,804 3%
Magazine Sections	\$576 *	\$2,234 *	0	\$37,718 *	\$75,551 1%	\$6,870 *	\$35,455 *	\$58,374 *	\$216,778 *
Newspapers	\$4,686,864 70%	\$5,591,962 71%	\$5,620,820 75%	\$6,491,625 78%	\$6,634,056 76%	\$5,329,897 63%	\$5,397,418 66%	\$5,615,012 66%	\$45,367,654 71%
TOTAL	\$6,668,736	\$7,887,994	\$7,428,386	\$8,317,499	\$8,722,561	\$8,397,858	\$8,213,898	\$8,528,684	\$64,165,616

Media & Entertainment

Print media received almost every dollar with magazines holding the major share.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$2,383,407 56%	\$1,804,109 43%	\$2,150,630 45%	\$2,279,511 49%	\$2,911,987 57%	\$3,005,991 51%	\$3,362,592 49%	\$3,403,014 52%	\$21,301,241 50%
Network Radio	0	\$36,821 1%	\$2,100 *	\$45,656 1%	\$23,573 *	\$335,748 6%	Unavailable	Unavailable	\$443,898 (2%)
Network Television	0	\$17,775 *	\$8,815 *	\$62,139 1%	\$41,203 1%	\$418,448 7%	\$418,187 6%	\$65,274 1%	\$1,031,841 2%
Magazine Sections	\$167,799 4%	\$185,521 4%	\$479,911 10%	\$444,593 9%	\$355,592 7%	\$425,488 7%	\$583,822 8%	\$463,923 7%	\$3,106,649 7%
Newspapers	\$1,742,737 40%	\$2,135,465 52%	\$2,126,463 45%	\$1,899,437 40%	\$1,768,772 35%	\$1,672,759 29%	\$2,513,293 37%	\$2,661,637 40%	\$16,520,563 39%
TOTAL	\$4,293,943	\$4,179,691	\$4,767,919	\$4,731,336	\$5,101,127	\$5,858,434	\$6,877,894	\$6,593,848	\$42,404,192

Soft Goods

Network television inched ahead slowly as radio lost but still the bulk of the money went to magazines.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$13,215,745 81%	\$15,781,978 84%	\$15,407,777 85%	\$16,399,633 80%	\$16,678,395 81%	\$18,865,947 82%	\$20,584,032 81%	\$20,979,345 81%	\$137,912,852 82%
Network Radio	\$481,195 3%	\$290,586 2%	\$14,000 *	\$52,266 *	\$150,993 1%	\$117,668 1%	Unavailable	Unavailable	\$1,106,708 (1%)
Network Television	\$210,330 1%	\$192,022 1%	\$592,677 3%	\$1,438,265 7%	\$1,275,507 6%	\$766,548 3%	\$935,556 4%	\$1,444,154 6%	\$6,855,059 4%
Magazine Sections	\$1,167,134 7%	\$1,034,868 5%	\$503,319 3%	\$711,050 4%	\$891,133 4%	\$1,299,476 6%	\$1,650,852 7%	\$1,259,129 5%	\$8,516,961 5%
Newspapers	\$1,222,148 8%	\$1,596,771 8%	\$1,619,303 9%	\$1,836,007 9%	\$1,705,963 8%	\$1,835,868 8%	\$2,096,027 8%	\$2,100,578 8%	\$14,012,665 8%
TOTAL	\$16,296,552	\$18,896,225	\$18,137,076	\$20,437,221	\$20,701,991	\$22,885,507	\$25,266,467	\$25,783,206	\$168,404,245

Tobacco

Network television soared on newspapers' decline but then fell as magazines returned to the fore.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$551,793 43%	\$542,502 46%	\$568,066 36%	\$644,869 45%	\$452,661 46%	\$745,373 78%	\$645,488 71%	\$611,001 72%	\$4,761,753 52%
Network Radio	\$125,181 10%	\$9,835 1%	\$43,677 3%	\$48,255 3%	0	0	Unavailable	Unavailable	\$226,948 (3%)
Network Television	\$76,980 6%	\$514,990 43%	\$838,561 53%	\$523,028 36%	\$332,695 34%	\$87,788 9%	\$18,380 2%	0	\$2,392,422 26%
Magazine Sections	\$8,733 1%	\$10,608 1%	\$117,130 7%	\$147,899 10%	\$118,109 12%	\$95,858 10%	\$81,158 9%	\$135,834 16%	\$715,329 8%
Newspapers	\$515,269 40%	\$109,623 9%	\$18,740 1%	\$88,117 6%	\$78,127 8%	\$29,856 3%	\$160,964 18%	\$100,129 12%	\$1,100,825 12%
TOTAL	\$1,277,956	\$1,187,558	\$1,586,174	\$1,452,168	\$981,592	\$958,875	\$905,990	\$846,964	\$9,197,277

Transportation

Magazines inched forward at newspapers' expense as advertising expenditures steadily climbed.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$5,486,720 48%	\$6,620,938 49%	\$8,606,320 53%	\$10,129,598 53%	\$9,916,968 53%	\$10,924,089 51%	\$12,908,921 56%	\$14,577,324 55%	\$79,170,878 53%
Network Radio	0	\$292,208 2%	\$119,622 1%	\$138,713 1%	\$599,831 3%	\$904,316 4%	Unavailable	Unavailable	\$2,054,690 (2%)
Network Television	0	0	0	\$42,922 *	\$57,567 *	0	\$2,268 *	\$2,458 *	\$105,215 *
Magazine Sections	\$105,537 1%	\$161,481 1%	\$270,220 2%	\$322,499 2%	\$240,098 2%	\$215,133 1%	\$208,398 1%	\$139,413 1%	\$1,662,779 1%
Newspapers	\$5,859,652 51%	\$6,496,414 48%	\$7,221,695 44%	\$8,552,179 44%	\$7,846,593 42%	\$9,532,173 44%	\$9,969,326 43%	\$11,709,059 44%	\$67,187,091 45%
TOTAL	\$11,451,909	\$13,571,041	\$16,217,857	\$19,185,911	\$18,661,057	\$21,575,711	\$23,088,913	\$26,428,254	\$150,180,653

Miscellaneous

Network radio remained an important factor but magazines were the No. 1 choice.

	1950	1951	1952	1953	1954	1955	1956	1957	TOTAL
Magazines	\$5,493,168 49%	\$5,776,636 49%	\$6,493,227 44%	\$7,988,124 49%	\$7,428,363 44%	\$6,894,339 42%	\$7,546,213 55%	\$9,558,651 61%	\$57,178,721 49%
Network Radio	\$2,918,865 26%	\$2,535,935 21%	\$3,260,454 22%	\$3,176,794 19%	\$4,341,382 25%	\$3,758,671 23%	Unavailable	Unavailable	\$19,992,101 (23%)
Network Television	\$520,687 5%	\$564,136 5%	\$1,193,800 8%	\$563,204 4%	\$831,947 5%	\$1,068,321 6%	\$1,868,741 14%	\$857,564 5%	\$7,468,400 6%
Magazine Sections	\$622,412 6%	\$455,153 4%	\$423,156 4%	\$633,146 4%	\$596,127 4%	\$608,558 4%	\$861,270 6%	\$1,101,367 7%	\$5,301,189 5%
Newspapers	\$1,618,170 14%	\$2,477,687 21%	\$3,299,955 22%	\$3,956,995 24%	\$3,756,545 22%	\$4,110,034 25%	\$3,558,341 25%	\$2,274,554 27%	\$27,052,281 23%
TOTAL	\$11,173,302	\$11,809,547	\$14,670,592	\$16,318,263	\$16,954,364	\$16,439,923	\$13,834,565	\$15,792,136	\$116,992,692

The 803 Companies Under Study

APPLIANCES

Affiliated Gas Equipment
American Stove Co.
American Television Dealers
& Mfrs.
Belton Hearing Aid Co.
Bissell Carpet Sweeper Co.
Black & Decker
Caloric Stove Corp.
Coleman Co., Inc.
DeLaval Separator Co.
Dormeyer Corp.
Easy Washing Machine Corp.
Edison Electric Institute
Emerson Radio and Phonograph
Free Sewing Machine Co.
Gibson Refrigerator Co.
Hallcrafters Co.
Hammond Instrument Co.
Henny Motor Co., Inc.
Hobart Mfr. Co.
Hoffman Radio Corp.
Hupp Corp.
Isonite, Inc.
Lester Piano Mfr. Co.
Lewyt Corp.
McGraw Electric Co.
Mitchell Manufacturing Co.
Mullins Mfg. Co.
Mullins Mfg. Corp.
Necchi Sewing Machine Sales
Corp.
Noblitt-Sparks Industries, Inc.
Pacific-Mercury Television Mfr.
Packard Bell Co.
Perfection Stove Co.
Pfaff Sewing Machines Sales
Co.
Ray-O-Vac Co.
Raytheon Mfg. Co.
Regina Corp.
Relaxacizor, Inc.
Roto-Broil Corp. of America
Scoull Mfr. Co.
Siegler Enamel Range Co.
Sonotone Corp.

Stauffer System
Stromberg-Carlson Co.
Sutton, O. A., Corp.
Tappan Stove Co.
Webcor, Inc.
White Sewing Machine Co.
York Corp.

AUTOS, GAS & OIL

American Oil Co.
Armstrong Rubber Co.
Atlantic Refining Co.
Atlas Supply Co.
Automobile Leasing Corp.
Avis, Inc.
Caterpillar Tractor Co.
Dearborn Motors Corp.
Deere & Co.
Dunlop Tire & Rubber Corp.
Eaton Manufacturing Co.
Electric Storage Battery Co.
Fram Corp.
Fruehauf Trailer Co.
Getty Oil Co.
Hastings Mfr. Co.
Hygienic Products Co.
International Parts Corp.
Jaguar Cars, Ltd.
Lee Rubber & Tire Corp.
Mack Trucks, Inc.
Macmillan Petroleum Corp.
Mid-Continent Petroleum Corp.
Natural Rubber Bureau
Ohio Oil Co.
Penn-Oil Co.
Perfect Circle Corp.
Purolator Prods., Inc.
Quaker State Oil Refining Co.
Rayco Mfg. Co., Inc.
Renault Selling Branch, Inc.
Reo Motors, Inc.
Richfield Oil Corp.
Richfield Oil Corp. of N. Y.
Rootes, Ltd.
Seiberling Rubber Co.
Skelly Oil Co.

South Penn Oil Co.
Standard Oil Co. (Ohio)
Sunray Oil Corp.
Thompson Products, Inc.
Timken-Detroit Axle Co.
White Motor Co.
Wooster Rubber Co.
Wynn Oil

BOOKS

Black's Readers Service Co.
Grolier Society, Inc.
Harper & Bros.
International Textbook Co.
McGraw Hill Publishing Co.
Random House, Inc.
Simon & Schuster, Inc.
Standard International Library

BUILDING & INDUSTRIAL SUPPLIES

ACF Industries, Inc.
Acme Steel Co.
Allen-Bradley Co.
Allegheny Ludlum Steel Corp.
Allied Chemical and Dye Corp.
Aluminum Goods
Manufacturing
American Brake Shoe Co.
American Chain & Cable Co.
American Iron and Steel Inst.
American Machine & Foundry
Co.
Anaconda Copper Mining Co.
Andersen Corp.
Armco Steel
Asphalt Institute, The
Bethlehem Steel Corp.
Bohn Aluminum & Brass Corp.
Bolta Co.
Bridgeport Brass Co.
Briggs Manufacturing Co.
Briggs & Stratton Corp.
Brown, Wallace, Inc.
Butler Manufacturing Co.
Cast Iron Pipe Research Ass'n.
Celotex Corp.

Champion Paper and Fiber Co.
Chicago Show Printing Co.
Clark Equipment Co.
Commercial Solvents Corp.
Consolidated Water Power &
Paper Co.
Container Corp. of America
Continental Can Co., Inc.
Cook Chemical Co.
Copper & Brass Research Ass'n.
Corning Glass Works
Crane Co.
Culligan, Inc.
Cutler-Hammer, Inc.
Daystrom, Inc.
Diamond Alkali Co.
Douglas Fir Plywood Ass'n.
Dow Corning Corp.
Eljer Co.
Ex-Cell-O Corp.
Fairbanks, Morse & Co.
Food Machinery & Chemical
Corp.
General Cable Corp.
General Fireproofing Co., The
General Precision Equipment
Corp.
Georgia-Pacific Plywood Co.
Glass Container
Manufacturers Inst.
Hagan Corp.
Hammermill Paper Co.
Hewitt-Robbins, Inc.
Hughes Tool Co.
International Minerals &
Chemical Corp.
Jones & Laughlin Steel Corp.
Kohler Co.
Koppers Co., Inc.
Lennox Furnace Co., Inc.
Mallory P. R., & Co., Inc.
Marathon Corp.
Mastic Tile Corp. of America
Mead Corp.
Merritt-Chapman & Scott
Corp.

Inneapolis-Honeywell
Regulator Co.
Mosler Safe Co.
Motor Wheel Corp.
National Coal Ass'n.
National Gypsum Co.
National Homes Corp.
National Lead Co.
New Castle Products
Pabco Products, Inc.
Power Prods., Inc.
Raybestos-Manhattan, Inc.
Reichhold Chemicals, Inc.
Rheem Mfg. Co.
Rockwell Mfg. Co.
Sasser, Nancy, Inc.
Show House
Simpson Logging Co.
Stanley Works, The
Steel Cos. in the Wage Case:
1956

Timken Roller Bearing Co.
Top Value Enterprises
True Temper Corp.
U.S. Gypsum Co.
U.S. Plywood Corp.
Virginia-Carolina Chemical
Visking Corp.
West Bend Aluminum Co.
Wheeling Steel Corp.
Worthington Pump & Machinery

BUSINESS MACHINES

Bostitch
Bruning, Charles, Co., Inc.
Dick, A. B., Co.
Dictaphone Corp.
Edison, Thomas A., Inc.
Frawley Corp.
Friden Calculating Machine
Co.
Kahn, David, Inc.
Marchant Calculating Machine
Co.
Monroe Calculating Machine
Co.
Oliver Corp.
Pitney-Bowes, Inc.
Smith, A. O., Corp.
Smith, L. C. & Corona
Typewriters
Underwood Corp.
Webster-Chicago Corp.

COMMUNICATIONS & UTILITIES

American Broadcasting Co.
Bell Telephone Co. of Pa.
Chesapeake & Potomac
Telephone Co.
Commonwealth Edison Co.
Consolidated Edison Co.
of N. Y.
Electric Industry, The
Gas and Electric Co. of
Baltimore
General Telephone Corp.
McGraw Edison Co.
New York Telephone Co.
Niagara Mohawk Power Co.
Ohio Bell Telephone Co.
Pacific Gas and Electric Co.
Pacific Telephone and
Telegraph Co.
People's Gas, Light & Coke Co.
Philadelphia Electric Co.
Public Service of New Jersey
Public Service Co. of Northern
Illinois
Southern Bell Telephone &
Telegraph Co.
Southern Co.
Southwestern Bell Telephone
Co.
Tennessee Gas Transmission
Co.
United Gas Corp.
Union Electric Co.

COSMETICS & DRUGS

Alberto-Culver Co.
Arden, Elizabeth
Avon, Allied Products, Inc.
Barbasol Shaving Cream

S. C. Remedy
Bourjois, Inc.
Chanel, Inc.
Charles of the Ritz
Distributors Corp.
Chemway Corp.
Church and Dwight Co., Inc.
Ciba Co., Inc.
Clark-Cleveland, Inc.
Coty, Inc.
Dana Perfumes, Inc.
Depree Co., The
Doeskin Products, Inc.
Drug Research Corp.
Eastco, Inc.
Foster-Milburn Co.
General Products Corp.
Houbigant, Inc.
Junex Prods.
Knox Co.
Lady Esther, Ltd.
Lanvin Perfumes, Inc.
Lee, Ltd.
Luden's Inc.
Masonite Corp.
Maybelline Co.
Mentholatum Co.
Merck & Co., Inc.
Morton Mfg. Co.
Murine Co., Inc.
Musterole Co.
Oster, John, Mfg. Co.
Pacific Hawaiian Products, Co.
Pacquin, Inc.
Parke Davis & Co.
Pfizer, Charles & Co., Inc.
Pharmaco Co., Inc.
Pinkham Medicine Co., Lydia E.
Potter Drug & Chemical Corp.
Q - Tips, Inc.
Schering Corp.
Scholl Mfr. Co., Inc.
Smith Bros., Inc.
Smith, Kline & French Labs.
Stanback Co., Ltd.
Sterone Corp.
Union Pharmaceutical Co., Inc.
Upjohn Co.
V.C.A. Laboratories
Vitasafe Corp.
Weco Products Co.
Young, Inc., W. F.

FOOD, BEVERAGE & CONFECTIONS

Adolph's Food Products
American Bakeries Co.
American Bakers Assoc.
American-Maize Products Co.
American Sheep Producers
Council
American Sugar Refining Co.
Anderson, Clayton & Co., Inc.
Arnold Bakers, Inc.
Ballard & Ballard Co., Inc.
Beatrice Foods Co.
Bowman Dairy Co.
Brach, E. J. & Sons
Buckingham Corp.
Cling Peach Advisory Board
Comstock Canning Corp.
Cott Beverage Corp.
Cracker Jack Co., The
Cream of Wheat Corp.
Curtiss Candy Co.
California Prune and Apricot
Growers
California Walnut Growers
Ass'n.
Chock Full o' Nuts
Chun King Sales, Inc.
Cinch Products Inc.
Consolidated Foods Corp.
Consolidated Grocers Corp.
Crosse and Blackwell Co.
Diamond Walnut Growers, Inc.
Doughnut Corp. of America
Dr. Pepper Co.
Duffy-Matt Co., Inc.
Duncan Coffee Co.
Ehlers, Inc., Albert
Fairmont Foods Co.
Filbert, J. H., Inc.

Flako Products Corp.
Fleer, Frank H., Corp.
Flotill Products
Foremost Dairies, Inc.
French Sardine Co., Inc.
Fulham Bros., Inc.
General Baking Co.
General Candy Corp.
Gordan Baking Co.
Grocery Store Products Co.
Haitz Mountain Products
Hansen's, Chr., Labs., Inc.
Hawley & Hoops, Inc.
Hills Brother Co.
Hills Bros. Coffee, Inc.
Hollywood Brands, Inc.
Hood & Sons, Inc., H. P.
Hulman & Co.
Illinois Meat Co.
International Satt Co., Inc.
Interstate Bakeries Corp.
Johnson, Walter H., Candy Co.
Kasco Mills
Kitchen Art Foods, Inc.
Knox Gelatine Co., Inc.
Kroger Co., The
Leggett, Francis H., & Co.
Lettuce, Inc.
Life Savers Corp.
Land O'Lakes Creameries, Inc.
Langendorf United Bakeries,
Inc.
Lavoris Co.
Lowe, Joe Corp.
Maine Sardine Industry
Mayer, Oscar & Co.
McCormick & Co., Inc.
Mead Johnson & Co.
Milani Foods, Inc., Louis
M.J.B. Co.
M & M, Ltd.
M & R Dietetic Labs., Inc.
Morton Packing Co.
Mrs. Tucker's Foods, Inc.
National Cranberry Ass'n.
National Grape Co-operative
Ass'n.
Nestle Chocolate Co., Inc.
Old Welch Co., Inc.
Orange-Crush Co.
Paul, Peter, Inc.
Perkins Products Co.
Planters Nut & Chocolate Co.
Polk Miller Products Corp.
Quality Imports, Inc.
Realomon-Puritan Co.
Reddi-Wip, Inc.
Richmond-Chase Co.
Rival Packing Co.
Rockwood & Co.
Rosefield Packing Co.
Salada Tea Co., Inc.
Schweppes (U.S.A.) Ltd.
Seeman Bros., Inc.
Sexton, John & Co.
Squirt Co.
S. & W. Fine Foods, Inc.
Sugar Information, Inc.
Sunbeam Baking Co.
Sun Maid Raisin Growers of
California
Tea Council, Inc.
Tobin Packing Co., Inc.
Twenty One Brands, Inc.
Underwood, Wm., Co.
United Biscuit Co. of America
Ward Baking Co.
Welch Grape Juice Co.
Western Beet Sugar
Producers, Inc.
Westgate Sun Harbor Co.
Whitman, Stephen F., & Son,
Inc.
Wile, Julius, Sons & Co., Inc.
Wish Bone Salad Dressing Co.

HOME FURNISHINGS & PAINTS

American Thermos Bottle Co.
Arvin Industries
Att, Inc.
Ball Brothers Co.

Bassett Furniture Industries,
Inc.
Bonafide Mills, Inc.
Burton Dixie Corp.
Carpet Institute, Inc.
Crown Zellerbach Corp.
Dayton Rubber Co., The
Devoe and Reynolds Co., Inc.
Diamond Match Co.
Drexel Furniture Co.
Eastern Corp.
Ekco Products Co.
Englander Co., Inc.
Feddars Quigan Corp.
Fieldcrest Mills, Inc.
Firth Carpet Co.
Godell's-Great Neck, N. Y.
Hamilton Mfr. Corp.
Heritage Furniture, Inc.
Heywood-Wakefield Co.
Hudson Pulp & Paper Corp.
Imperial Paper & Color Corp.
Karagheusian, A. & M., Inc.
Kennedy, David E., Inc.
Kirsch Co.
Lane Co., Inc.
Lenox, Inc.
Magee Carpet Co.
Masland, C. H., & Sons
Miller Table Pad & Venetian
Blind Mfg. Co.
Mongel Co., Inc.
Moore, Benjamin, & Co.
National Paint, Varnish &
Lacquer Ass'n., Inc.
National Pressure Cooker Co.
National Presto Industries, Inc.
Naumkeag Steam Cotton Co.
Norton Co.
Olson Rug Co.
Patterson-Sargent Co.
Reardon Co.
Reed & Barton, Inc.
Rust-Oleum Corp.
Schnadig Corp.
Sealy, Inc.
Serta Associates, Inc.
Spring-Air Co.
Trane Co.
United Wallpaper, Inc.
Upholstery Leather Group, Inc.
West Point Manufacturing Co.
Whitehouse Co.
Yale and Town Mfr. Co.

HOUSEHOLD CLEANSERS & WAXES

Bon-Ami Co.
Borax Consolidated, Ltd.
Bruce, E. L. & Co.
Budd, Co., The
Detergents, Inc.
Economics Lab., Inc.
Jerclaydon, Inc.
Kiwi Polish Co.
Milner Prod. Co.
Pacific Coast Borax Co.
Tidy-House Products Co.
White King Soap Co.

INSURANCE & FINANCIAL

Aetna Insurance Group
Aetna Life Insurance Co.
American Fore Insurance
Group
Associated Hospital Service
Bank of America National
Trust & Savings Ass'n.
Blue Cross Plan
Blue Shield Commission
Chase Manhattan Bank
Connecticut General Life
Insurance Co.
Farm Bureau Mutual Ins. Cos.
Farmers Insurance Group
First National Bank of Chicago
First National City Bank
of N. Y.
Hardware Mutuals
Hartford Fire Insurance Co.
Home Insurance Co.



Photo by Suzanne Szasz

"IN THIS CORNER..."

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